# arthur salm inc.

8749-8755 SOUTH GREENWOOD AVE. • CHICAGO, ILLINOIS 60619

CREATORS * MANUFACTURERS * IMPORTERS * CONSULTANTS TO THE ADVERTISING SPECIALTY TRADE

# PRICE GROUP

The table below is designed to assist you according to p

## $1.00-$2.00


| | Page |
|---|---|
| Criterion Letter Opener | 22 |
| Medallion Pocket Knife | 27 |
| Gem Pocket Knife | 28 |


## $2.00-$3.00


| | |
|---|---|
| Omega Nut Scoop (2 pcs.) | 1 |
| Saxon Tongs | 6 |
| Florentine Bottle Opener | 20 |
| Florentine Coin Bowl | 20 |
| Florentine Coin Tray | 20 |
| Valet Clothes Brush | 25 |
| Titan Pocket Knife | 27 |
| Jupiter Pocket Knife | 28 |


## $3.00-$5.00


| | |
|---|---|
| Omega Nut Scoop (4 pcs.) | 1 |
| Juliana Server | 1 |
| Silhouette Candle Snuffer | 3 |
| Silhouette Candle Snuffer and Rack | 3 |
| Cleaverette | 5 |
| Serrette Frozen Food Saw | 5 |
| Continental Set | 6 |
| Delmonico Buffet Sets | 13 |
| Gothanette 7" Round Platter (1 pc.) | 15 |
| Viscount Ashtray | 21 |
| Chancellor | 22 |
| Heraldic Coaster Set | 23 |
| Cavalier Clothes Brush | 25 |
| Atlas Pocket Grooming Aid | 28 |
| Saturn Pocket Grooming Aid | 29 |
| Globetrotter Knife | 29 |


## $5.00-$7.00


| | |
|---|---|
| Silhouette Bud Vase | 2 |
| Silhouette Compote | 2 |
| Silhouette Petite Compote | 2 |
| Silhouette Ashtray | 3 |
| Silhouette Candle Holders | 3 |
| Silhouette Lighter | 3 |
| Elite Salt & Pepper Set | 4 |
| Viennese Cheese Server with Board | 5 |
| Encore Coaster/Ashtray Caddy | 6 |
| Viennese Serving Fork Set | 7 |
| Viennese Serving Spoons | 7 |
| Delmonico 2 pc. Carving Set in Flannel | 11 |
| Delmonico Game Shears in Flannel | 12 |
| Delmonico Holiday Set | 13 |
| Landskrona Shallow Bowl | 14 |
| The Gothan II | 15 |
| Gothanette 7" Round Platter (2 pcs.) | 15 |
| Trevholm Relish Tray | 17 |
| Executive Desk Set | 21 |
| Commerce & Industry Desk Set | 24 |
| Consul Library Set | 24 |
| Lancer Letter Opener Grooming Aid | 26 |
| Cresent | 29 |


## SHIPPING INFO

SHIPPING TIME

Unimprinted merchandise....
Imprinted merchandise.....

Trademarks, emblems or special copy allow 1 to 2
vidual mailings will be insured at listed price valu
insurance will be added to the invoice. • Orders n
according to our best judgment.

# SELECTION

in finding a complete gift selection
rice ranges.

## $7.00-$10.00


| | Page |
|---|---|
| Silhouette Petite Compote (Pair) | 2 |
| Silhouette Candle Holders and Snuffer | 3 |
| Silhouette Lighter and Ashtray | 3 |
| Cleaverette-Serrette Combination | 5 |
| Viennese Desert Set (5 pcs.) | 7 |
| Richelieu Serving Set | 9 |
| Delmonico Steak Knife Sets | 10 |
| Delmonico Carving Set (2 pcs.) in Import Box | 11 |
| Delmonico Carving Set (3 pcs.) in Flannel | 11 |
| Delmonico Gourmet Knife Set | 12 |
| Delmonico Holiday Sets in Import Box | 13 |
| Delmonico Salad Set | 13 |
| Landskrona Deep Bowl | 14 |
| Borgholm Dish | 14 |
| Torsholm Tray | 14 |
| Gothan Round Platter | 15 |
| Gripsholm Platter | 16 |
| Krisholm Platter | 16 |
| Svaneholm Tray | 17 |
| Friedholm Platter | 17 |
| Large Florentine Bowl | 20 |
| Executive Desk Set | 21 |


## $10.00-$15.00


| | |
|---|---|
| Lucia Flower Pool Lamp | 1 |
| Silhouette Compote and Candle Holders | 2-3 |
| Silhouette Lighter and 2 Ashtrays | 3 |
| Guthrie Condiment Set | 4 |
| Viennese Desert Set (9 pcs.) | 7 |
| Mood Moderne — Service for 4 | 8 |
| Delmonico Carving Set (3 pcs.) in Import Box | 11 |
| Landskrona Set | 14 |
| Gothan Set of 3 | 15 |
| Gripholm, Set of 2 | 16 |
| Kungsholm Platter | 16 |
| V.L.S. Library Set | 23 |
| Ambassador Manicure Set | 26 |


## $15.00-$20.00


| | |
|---|---|
| Silhouette Compote, Candle Holder & Snuffer | 2-3 |
| Silhouette Compote, Candleholders and Lighter | 2-3 |
| Gustav Beer Mug | 6 |
| Mood Moderne | 8 |
| Delmonico Steak & Carving Set in Import Box | 10 |
| Delmonico Chef Set | 12 |
| Gallivare | 18 |


## $20.00 AND OVER


| | |
|---|---|
| Silhouette Gift Ensemble | 2-3 |
| Mood Moderne | 8 |
| Lunsholm Banquet Platter | 16 |
| La Reine Decanter Service | 18 |
| Trencher Carving Board | 18 |
| Chatelain | 18 |
| Krona Lazy Susan | 19 |
| | 19 |


## RMATION

.....7 to 10 days after receipt of order
.....2 to 3 weeks after receipt of order
weeks additional. • All shipments and indi-
unless requested not to insure. Postage and
t indicating specific routing will be shipped

*

**FOR YOUR CONVENIENCE:**

**Price group index and general information are beneath this leaf.**

# THE ART OF GIFT GIVING

Gift giving is a uniquely human trait. It translates sentiments of cordial relations to a tangible lasting expression. A fine gift from an exclusive selection, properly presented, is the art of gift giving perfectly practiced.

When you turn this page you will venture into a new world of gifts. We are proud to offer them for your consideration.

You may buy with complete confidence because our merchandise has these recommendations . . . exclusively designed for us by a leading design firm in the United States . . . only selected quality raw materials are used . . . each product is individually crafted by unhurried master craftsmen . . . our products are sold only to the American Business Market and are not sold in the retail stores . . . the reputation of our company demands exacting product quality *and* efficient, friendly service to our customers.

Our products will represent you or your company in the most complimentary manner. Your thoughtfulness in presenting these gifts will be remembered and treasured for years to come.

**PRICES** listed do not include charges for ad copy or personalization. (See inside back cover for imprinting or engraving charges.)

All prices are net, f.o.b. our Chicago warehouse.

Prices and sales are subject to our acknowledgment and its terms. We reserve the right to withdraw any item or items and to change all quoted prices without notice.

**PACKAGING** . . . All items are beautifully packaged in a quality gift box or gift mailer. An appropriate romance card about the product is enclosed and may be imprinted. See below.

**SPECIAL SERVICES . . . ALL CHARGES ARE NET**

## Less Than Minimum Quantity Charges (Per Order)

| | |
|---|---|
| Without ad copy | $2.50 |
| With ad copy | 3.50 |

## Gift or Christmas Wrapping Charges

Specify gift or Christmas wrapping.

| | |
|---|---|
| Small Items | .20 Net each. |
| Large Items | .25 Net each. |

## Individual Mailing Service

| | |
|---|---|
| (Customer must supply gummed addressed labels and list of names and addresses in duplicate.) | .25 Net each, plus mailer, postage and insurance. |

## Romance Cards (Hot Stamping)

See Gold Stamping charges inside back cover.

**THE JULIANA** . . . how versatile it is! A wine bottle coaster, a bon bon or nut dish. A condiment bowl yet ideal for jams, jellies or a butter tray. No matter how it's used it will serve your guests in luxurious fashion.

The Juliana is formed in 18/8 Swedish stainless steel, hand finished to satiny elegance by skilled craftsmen.

6-inches in diameter, 1-inch high. Packaged in beautiful gift box with romance card.

| | 25-49 | 50-99 | 100-249 | 250-499 | 500 and up |
|---|---|---|---|---|---|
| **No. 538** | $4.20 | $4.00 | $3.90 | $3.50 | $3.15 |

MAILERS AVAILABLE at 14¢ each, net.
1-3A, 4B, 5C

**THE OMEGA SCOOPS** The beauty of this sculptured art form provides shimmering accents on buffet and table settings. Its modern flair is a translation from the old candy store scoop. Perfect fingertip grasp for easy serving of nuts, candies, condiments or crushed ice. They also make unusual personal ashtrays at the dinner table.

Precisely cast in solid aluminum and polished to a lustrous finish. 5 1/4-inches long, 1 3/4-inches wide. Beautifully gift boxed with romance card.

| | 25-49 | 50-99 | 100-249 | 250-499 | 500 and up |
|---|---|---|---|---|---|
| **No. 426-2** (2 pieces) | $2.30 | $2.20 | $2.10 | $1.85 | $1.65 |
| **No. 426-4** (4 pieces) | $4.30 | $4.10 | $3.95 | $3.50 | $3.15 |

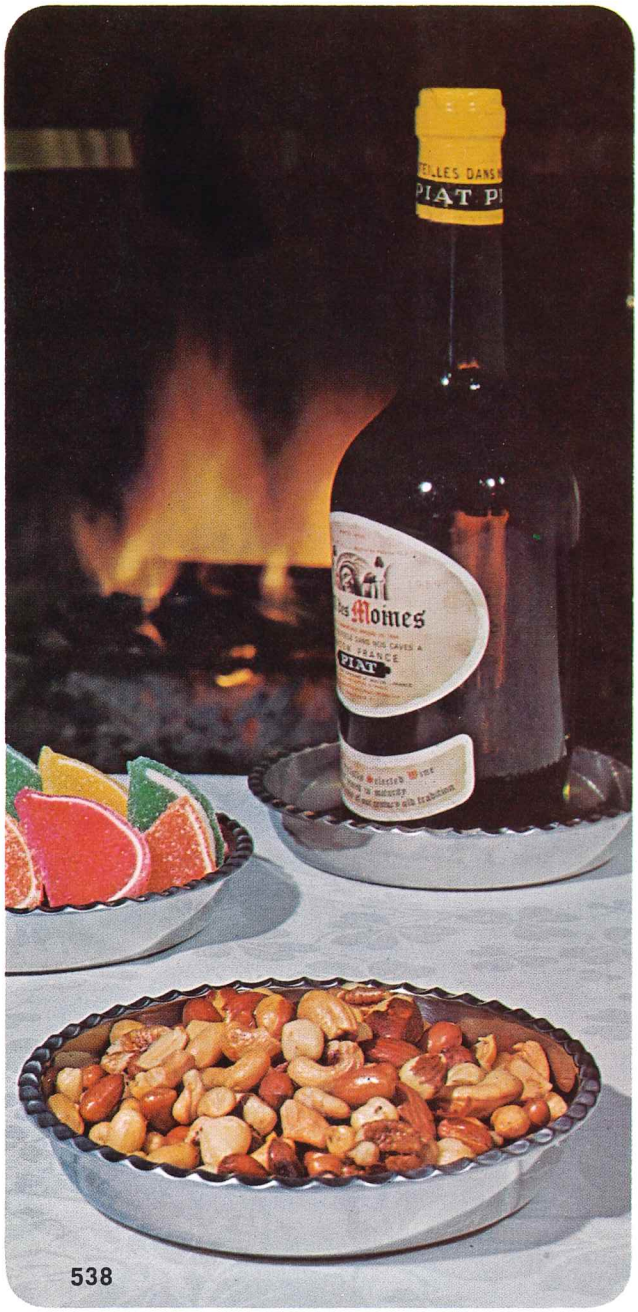
Patent Pending

MAILERS AVAILABLE at 14¢ each, net.
1-3A, 4B, 5C

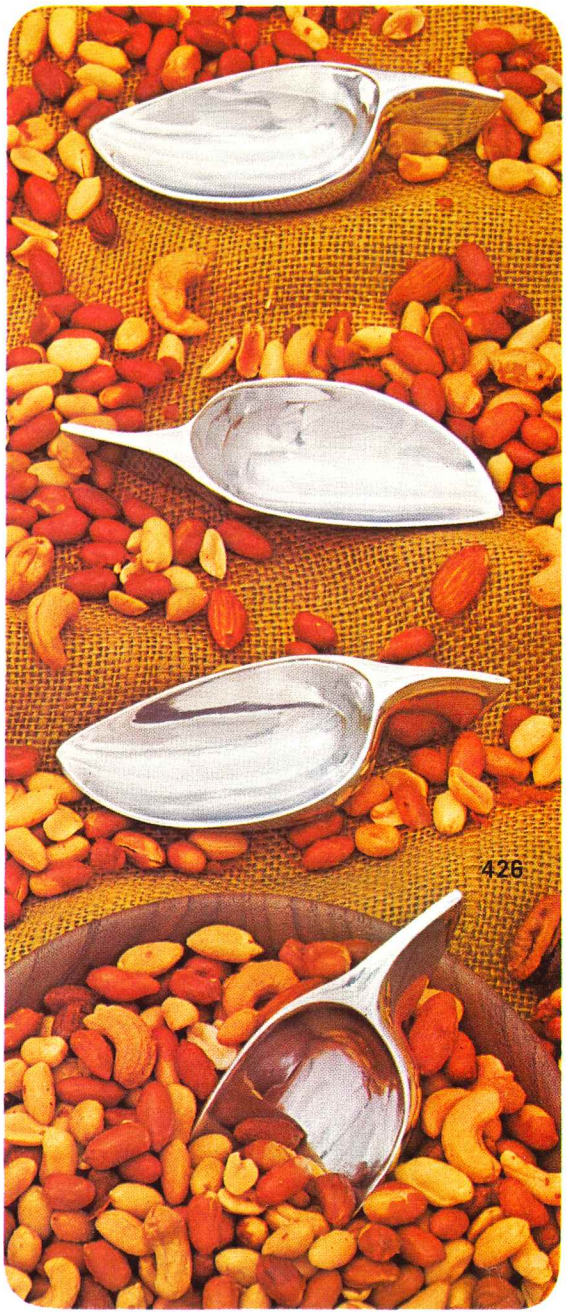
**THE LUCIA** is a gift of light and service. It crowns a table, buffet or patio with the delicate mood of candlelight and flowers. Or, it is convenience with beauty for serving iced shrimp with cocktail sauce, candies pedestaled above nutmeats, desserts or canopes with topping or spread.

Carefully crafted in 18/8 stainless steel by skilled Swedish hands. Finished to a lustrous perfection. The Lucia is 10 1/4-inches in diameter, 3 1/2-inches high. Complete with candle. Packaged in gift mailer with romance card.

| | 12-24 | 25-49 | 50-99 | 100 and up |
|---|---|---|---|---|
| **No. 562** A | $13.80 | $13.50 | $13.30 | $13.00 |




538



426

562

626

623
640

**THE SILHOUETTES** . . . Few forms are more graceful or splendorous than the contours of the Silhouette. The clean, simple lines cast in solid metal with gleaming nickel plating create an added dimension of beauty in any setting.

**SILHOUETTE BUD VASE** provides a setting of beauty for any flower cutting. 8 1/2-inches tall, 3-inches wide at the base. Packaged in gift mailer with romance card.

| | 12-24 | 25-49 | 50-99 | 100-249 | 250 and up |
|---|---|---|---|---|---|
| **No. 626** | $5.30 | $5.10 | $5.00 | $4.90 | $4.40 |

1-4A 5B

**SILHOUETTE COMPOTE** is extraordinary for candies, nuts, or a centerpiece for buffet or dining table. 6 3/4-inches in diameter, 5 1/2-inches high, 3 3/4-inches bowl depth. Beautifully gift boxed with romance card.

| | 12-24 | 25-49 | 50-99 | 100-249 | 250 and up |
|---|---|---|---|---|---|
| **No. 623** | $6.00 | $5.80 | $5.70 | $5.60 | $5.00 |

Design Patent D-203,210
MAILERS AVAILABLE at 24¢ each, net.
1-4A 5B

**SILHOUETTE PETITE** is a miniature compote, ideal for individual service or assortment groupings of candies, nuts or delicacies. 3 1/4-inches tall, 5-inches in diameter. Beautifully gift boxed with romance card.

| | 12-24 | 25-49 | 50-99 | 100-249 | 250 and up |
|---|---|---|---|---|---|
| **No. 640** | $4.90 | $4.70 | $4.60 | $4.50 | $4.00 |

Design Patent D-203,210
MAILERS AVAILABLE at 15¢ each, net.
1-4A 5B

**SILHOUETTE ASHTRAY** brings shimmering glamor to smoking accessories. 3½-inches tall, 5-inches in diameter. Beautifully gift boxed with romance card.

| | 12-24 | 25-49 | 50-99 | 100-249 | 250 and up |
|---|---|---|---|---|---|
| **No. 630** | $5.00 | $4.80 | $4.70 | $4.60 | $4.10 |

U. S. Patent D-203,913
MAILERS AVAILABLE at 15¢ each, net.
1-4A 5B

**THE SILHOUETTE TABLE LIGHTER** is an elegant offering of flame. A perfect companion for the other Silhouettes shown on these pages, whether at the dinner table, buffet or coffee table. 3-inches high, 3-inches in diameter. Beautifully gift boxed with romance card.

| | 12-24 | 25-49 | 50-99 | 100-249 | 250 and up |
|---|---|---|---|---|---|
| **No. 634** | $5.30 | $5.10 | $5.00 | $4.90 | $4.40 |

Patent Pending
MAILERS AVAILABLE at 14¢ each, net.
1-4A, 5B

**SILHOUETTE CANDLE HOLDERS** add elegance to the dinner table, buffet or a setting where grace and beauty are desired. They come in pairs together with 12-inch tapers. Holders are 6-inches tall, 2½-inches wide at the base. Beautifully gift boxed with romance card.

| | 12-24 | 25-49 | 50-99 | 100-249 | 250 and up |
|---|---|---|---|---|---|
| **No. 621** | $6.60 | $6.50 | $6.40 | $6.30 | $5.60 |

MAILERS AVAILABLE at 18¢ each, net.
1-4A 5B

**SILHOUETTE CANDLE SNUFFER AND RACK** True beauty rests at candleside, gracefully ready to snuff the flames at evenings end. Candle snuffer is 9-inches long, 2½-inch snuffer cap. The rack is crafted in solid walnut. Beautifully packaged in gift box with romance card.

| | 12-24 | 25-49 | 50-99 | 100-249 | 250 and up |
|---|---|---|---|---|---|
| **No. 612** | $4.30 | $4.20 | $4.10 | $4.00 | $3.60 |

MAILERS AVAILABLE at 14¢ each, net.
1-4A, 5B

**SILHOUETTE CANDLE SNUFFER ONLY** Candle snuffer same as above except without rack.

| | 12-24 | 25-49 | 50-99 | 100-249 | 250 and up |
|---|---|---|---|---|---|
| **No. 617** | $3.00 | $2.90 | $2.85 | $2.80 | $2.50 |

MAILERS AVAILABLE at 14¢ each, net.
1-4A, 5B

**SILHOUETTE COMBINATION GIFTS** . . . Combine Silhouette pieces in a selection of your choice . . . or order from the groupings below. Packaged in gift mailer at no extra charge.

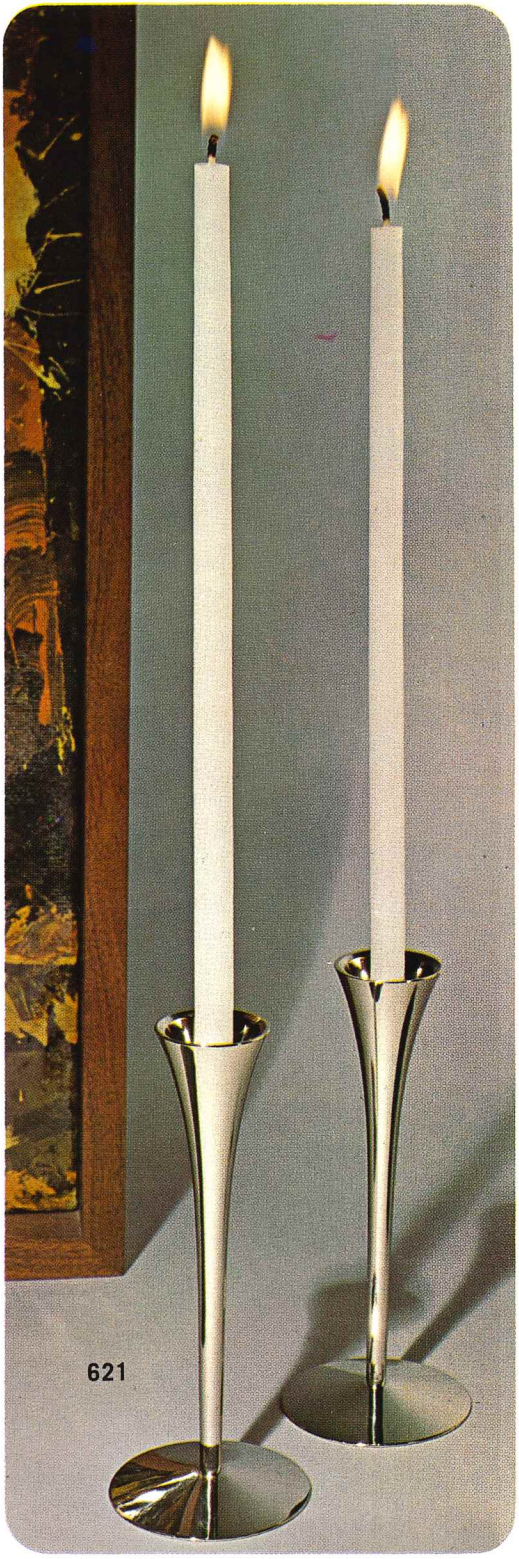
**No.**
**624** Compote and Candle Holders
**641** Candle Holders and Snuffer
**644** Compote, Candle Holders/Snuffer
**647** Petite Compotes (Pair)
**648** Candle Holders, Compote, Candle Snuffer, Bud Vase, Ashtray and Petite Compote

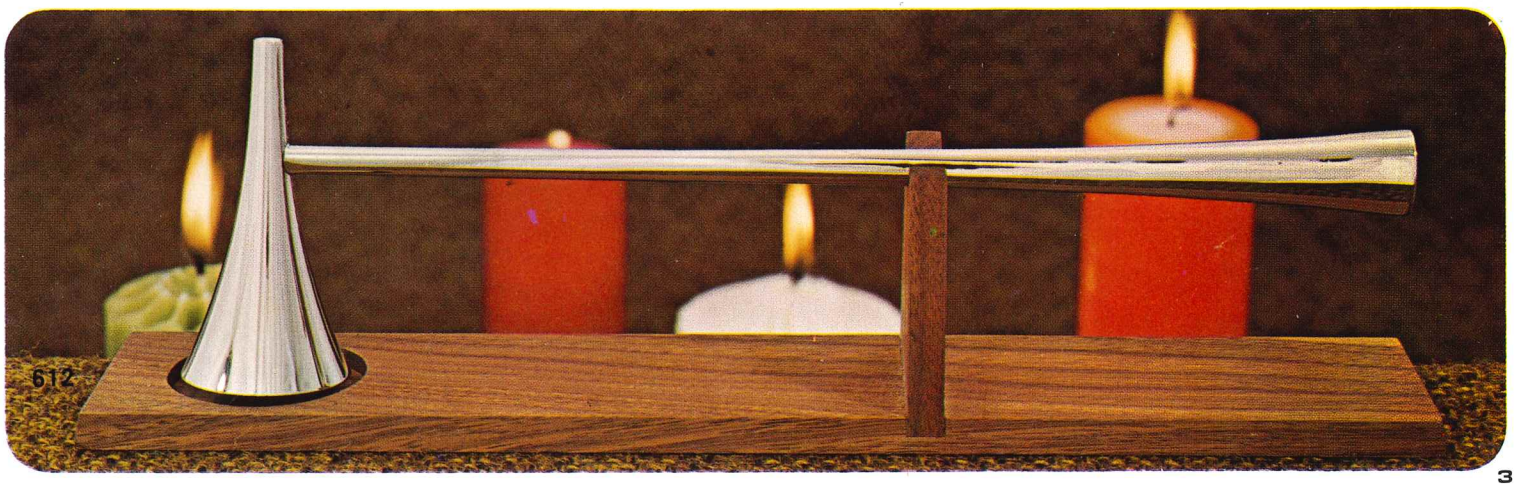
**No.**
**674** Ashtray and Lighter
**675** Ashtrays (Pair) and Lighter
**676** Candle Holders, Compote and Lighter
**677** Silhouette Gift Ensemble consists of all 7 Silhouette products.

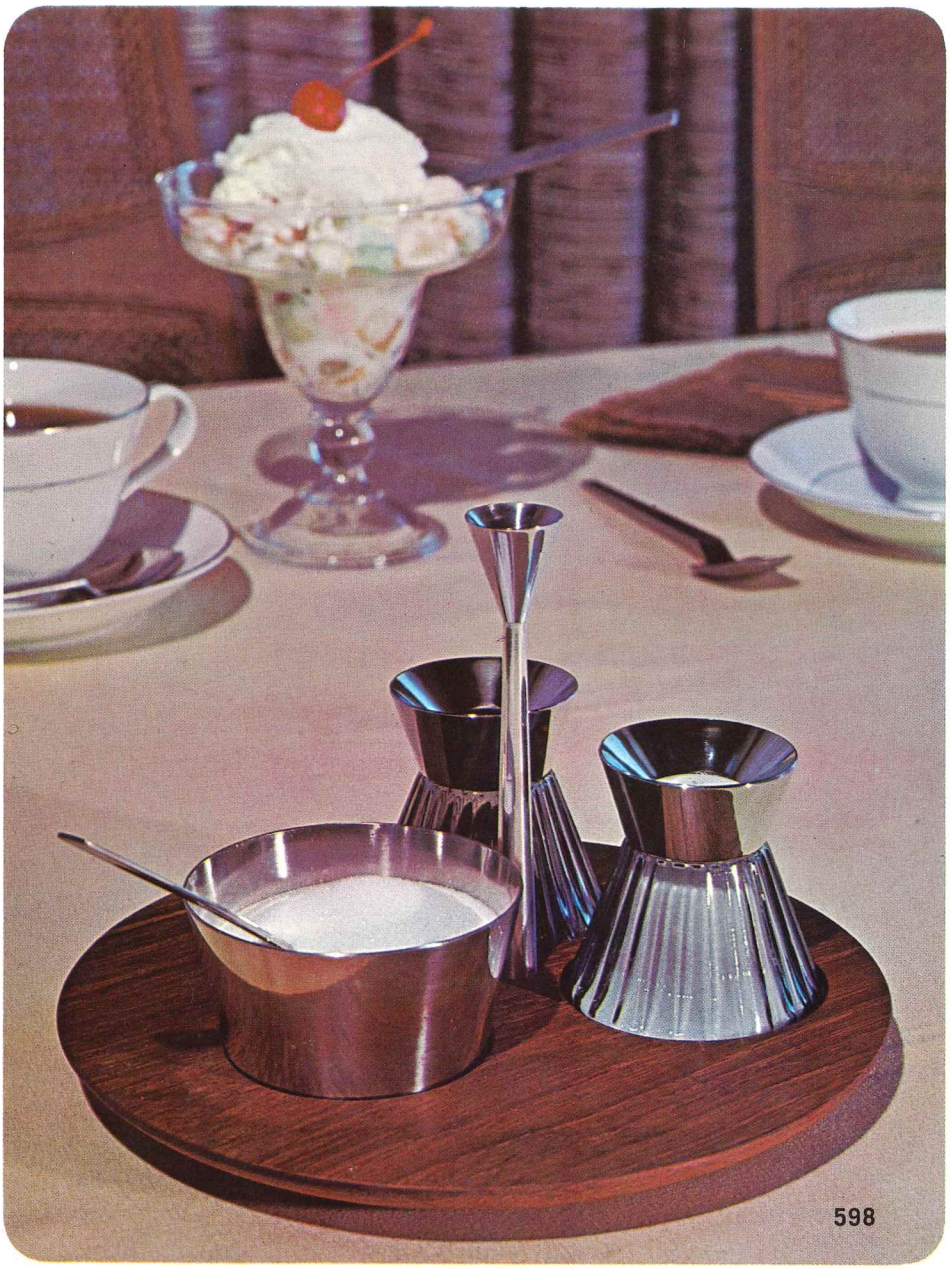
| | 12-24 | 25-49 | 50-99 | 100-249 | 250 and up |
|---|---|---|---|---|---|
| **No. 624** | $12.30 | $12.10 | $11.90 | $11.70 | $10.40 |
| **No. 641** | $ 9.40 | $ 9.25 | $ 9.10 | $ 8.95 | $ 7.95 |
| **No. 644** | $15.20 | $14.90 | $14.60 | $14.30 | $12.70 |
| **No. 647** | $ 9.40 | $ 9.20 | $ 9.00 | $ 8.80 | $ 7.80 |
| **No. 648** | $30.60 | $30.00 | $29.40 | $28.80 | $25.60 |
| **No. 674** | $ 9.90 | $ 9.70 | $ 9.50 | $ 9.30 | $ 8.30 |
| **No. 675** | $14.70 | $14.40 | $14.10 | $13.80 | $12.30 |
| **No. 676** | $17.40 | $17.10 | $16.80 | $16.50 | $14.75 |
| **No. 677** | $35.70 | $35.00 | $34.30 | $33.60 | $29.90 |

1-4A, 5B

630
634


621


612


598

556

**GIFT COMPLIMENTS** . . . A gift of quality is a compliment not forgotten.

Exquisite designs rendered with meticulous Old World craftsmanship. Constructed of the finest materials available and packaged in tasteful gift boxes. These gifts will express your thoughtfulness to someone of importance.

**THE GUTHRIE CONDIMENT SET** A circle of solid walnut, smoked topaz glass and the brilliant reflection of highly polished metal from West Germany, make up this handsome condiment set 'in the round'. The handle is offset from center to provide balance when passing to guests.

Salt and pepper are easy to hold and difficult to accidentally tip. The Swedish stainless steel condiment bowl is a perfect service for sugar, dressing, jelly or sauces. This is a gift for those who live with luxury . . . and appreciate fine things. 7-inches in diameter, overall height 4 1/2-inches. Packaged in beautiful gift box with romance card.

| | 12-24 | 25-49 | 50-99 | 100 and up |
|---|---|---|---|---|
| **No. 598** | $10.40 | $10.00 | $9.80 | $9.60 |

MAILERS AVAILABLE at 18¢ each, net.
A

**THE ELITE SALT AND PEPPER SET** brings new beauty to the dining table. Delicate smoke-topaz glass crowned by gleaming metal, resting on hand-rubbed walnut — sheer luxury! Shakers are 2 1/2-inches tall, 2 1/4-inches in diameter. Tray is 8 by 3-inches. Packed in a beautiful gift box with romance card.

| | 25-49 | 50-99 | 100-249 | 250 and up |
|---|---|---|---|---|
| **No. 556** | $5.90 | $5.80 | $5.70 | $5.10 |

MAILERS AVAILABLE at 15¢ each, net.
1-3A 4B

**VIENNESE CHEESE SLICER WITH CUTTING BOARD** Cheese is held on the cutting board with stainless steel spikettes. Host or guest can slice cheese smoothly with a single stroke. Simply pull the slicer-server over the cheese and the serrated blade slices and deposits the cheese on the fork for easy serving.

After use, the cutting board becomes a rack for the slicer-server. A hole is provided for wall hanging.

Made in Austria by the Swordmakers of Steyr from stainless steel. Finished with satin brushed handles and polished fork blade.

Cutting board is 10-inches long, 3¾-inches wide. Slicer-server is 8¾-inches long, 2¾-inches wide. Packaged in a beautiful gift box with romance card.

| | 25-49 | 50-99 | 100-249 | 250-499 | 500 and up |
|---|---|---|---|---|---|
| **No. 337** | $5.00 | $4.80 | $4.70 | $4.20 | $3.75 |

U.S. Patent D-197,620
MAILERS AVAILABLE at 16¢ each, net.
1-3A, 4B, 5C

**THE SERRETTE** frozen food saw is a practical gift, often wished for, but seldom available. It's a triangle of triumph that easily cuts through packaged frozen foods, fish or meats. The solid rosewood handle fits the hand for positive grip while sawing.

Expertly crafted of fine stainless steel. Height 5½-inches, Length 9½-inches. Packaged in a gift mailer with romance card.

| | 25-49 | 50-99 | 100-249 | 250-499 | 500 and up |
|---|---|---|---|---|---|
| **No. 324** | $3.70 | $3.50 | $3.40 | $3.00 | $2.70 |

Patent Pending
1-3A, 4B, 5C

**THE CLEAVERETTE** . . . the tool for the gourmet or barbecue chef as well as much needed for daily use in the kitchen. Perfectly balanced for accurate chopping. The tenderizer blade on the heel of the cleaver makes fast work of tough meat fibers.

It's built for rugged service. The blade is formed from an ingot of thick stainless steel. Drop forged, quenched then sharpened to cutting excellence. The solid rosewood handle is not only elegant . . . it's sturdy and fits the hand naturally. Overall length 9¾-inches, blade 4⅛-inches wide, 4½-inches high. Packaged in gift mailer with romance card.

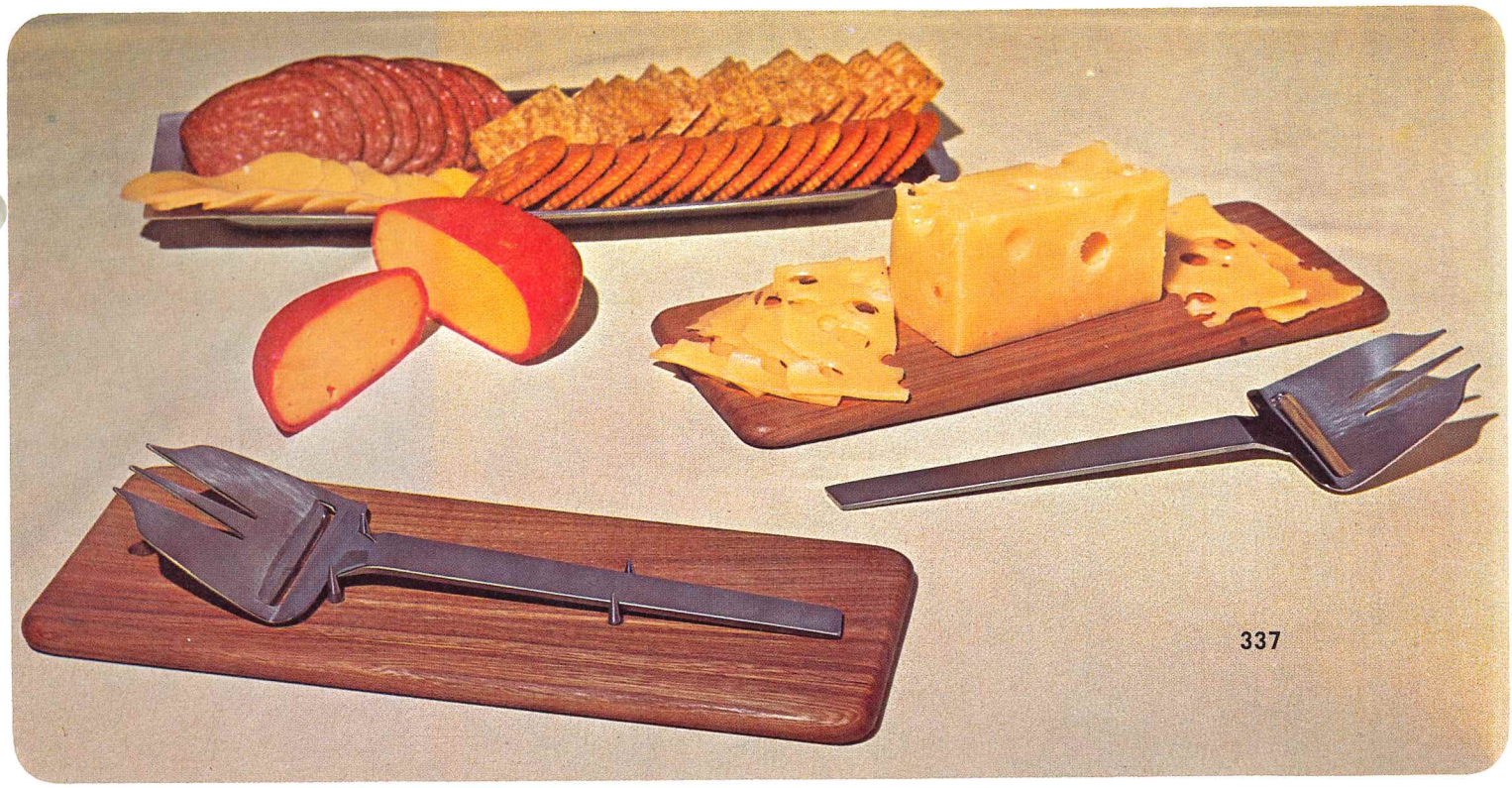
| | 25-49 | 50-99 | 100-249 | 250-499 | 500 and up |
|---|---|---|---|---|---|
| **No. 325** | $4.70 | $4.50 | $4.40 | $3.90 | $3.55 |

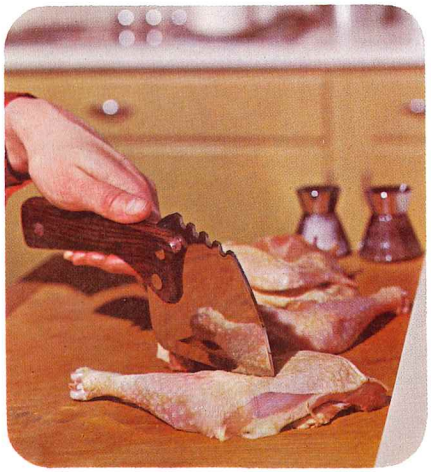
1-3A, 4B, 5C

**CLEAVERETTE-SERRETTE COMBINATION** described individually above. Packed together in gift mailer with romance card.

| | 25-49 | 50-99 | 100-249 | 250-499 | 500 and up |
|---|---|---|---|---|---|
| **No. 323** | $8.10 | $7.70 | $7.50 | $6.70 | $6.10 |

1-3A 4B 5C


337



325
324

501

594

508

507

**THE GUSTAV BEER MUG** . . . a tankard full of friendship! Made in Sweden of heavy 18/8 chrome-nickel stainless steel. The accents and base are of golden teak. Engrave his name on it for a special gift delight. (See engraving charges inside back cover.) Packaged with romance card in attractive gift mailer at no extra charge.

| | 6-11 | 12-24 | 25-49 | 50-99 | 100 and up |
|---|---|---|---|---|---|
| **No. 501** | $15.00 | $14.50 | $14.25 | $14.00 | $13.75 |

U.S. Patent D-197,407
A

**THE SAXON TONGS** serve ice cubes with a positive spring loaded grip. It has many other uses at the barbecue, buffet or in the kitchen . . . the design is so unusual that this gift will be remembered and appreciated each time it is used.

Fine stainless steel is carefully formed and meticulously finished by skilled craftsmen to assure a gift of superlative quality and enduring beauty.

Overall length is 8-inches. Packaged in handsome gift box with romance card.

| | 25-49 | 50-99 | 100-249 | 250-499 | 500 and up |
|---|---|---|---|---|---|
| **No. 594** | $2.40 | $2.30 | $2.20 | $1.95 | $1.75 |

MAILERS AVAILABLE at 13¢ each, net.
1-3A, 4B, 5C

**THE CONTINENTAL SET** . . . a new refreshment luxury. Eight cork coasters encased in solid walnut, covered by a replica of an early European coin. Ad copy space on the bottom of the caddy base. Packaged with romance card in a beautiful gift box.

| | 25-49 | 50-99 | 100-249 | 250 and up |
|---|---|---|---|---|
| **No. 508** | $3.90 | $3.80 | $3.40 | $3.05 |

Swatch for bottom 5¢ each, net, gold or silver stamping extra.
MAILERS AVAILABLE at 14¢ each, net.
1-2A 3B 4C

**CUSTOM-MADE CONTINENTAL SETS** are now available. Your business name, logo, trademark or message can be reproduced in the solid metal coin, antique finished by a special process. See Page 20 for costs.

**THE ENCORE COASTER/ASHTRAY CADDY** serves a dual role — coasters or ashtrays. Four trays crafted in lifetime stainless steel with a solid walnut caddy. Slots hold the trays ready for service — for storage they nestle together in the carved cavity. Ad copy space on the bottom of the caddy base. Packaged in a beautiful gift box with romance card.

| | 25-49 | 50-99 | 100-249 | 250 and up |
|---|---|---|---|---|
| **No. 507** | $6.30 | $6.20 | $5.55 | $5.00 |

Swatch for bottom 5¢ each, net, gold or silver stamping extra.
U.S. Patent D-184,651
MAILERS AVAILABLE at 13¢ each, net.
1-2A 3B 4C

**GIFTS THAT COMPLIMENT** . . . Gifts to be treasured because they are of unique design, made by the skilled hands of Old World craftsmen. Only the finest materials are used. Solid walnut . . . hand-rubbed to perfection; 18/8 Swedish stainless steel . . . carefully shaped and polished; cutlery from Austria . . . hot forged by the Swordsmakers of Steyr. Each gift is a compliment to the giver *and* the receiver each time they are used.

**VIENNESE SERVING FORKS,** a matched pair . . . a fork to serve and a fork to cut and serve. Each is elegant on the buffet or table. From the concave bowls emerge sharp tines . . . designed to cut and serve. Perfect for foods not easily served with ordinary pieces. Particularly functional when serving cold meats, cheese, fish, fowl and many vegetables.

The Swordmakers of Steyr, Austria craft these exquisite pieces in solid stainless steel. The fork bowl is highly polished giving the brushed satin handles a glistening, but subtle contrast.

Use the Viennese Serving Forks as a companion or follow-up to their mates, the Viennese Serving Spoons shown to the right. Overall length 9 3/4-inches.

Your choice of packaging . . . the exquisite Regency box or a soft flannel roll in deluxe gift box. Complete with romance card.

| | 25-49 | 50-99 | 100-249 | 250 and up |
|---|---|---|---|---|
| **No. 2566*** | $6.65 | $6.45 | $5.80 | $5.25 |
| **No. 566** (in flannel) | $5.65 | $5.45 | $4.85 | $4.35 |

Patent Pending

MAILERS AVAILABLE: No. 2566, 17¢ and No. 566, 13¢ each, net.
1-2A, 3B, 4C

**THE VIENNESE SERVING SPOONS** . . . an American design, crafted by the Swordsmakers of Steyr in Austria. This lovely set is perfect for serving salads, vegetables or buffet. One spoon is slotted to let juices of fruits or vegetables drain before serving.

The Viennese Serving Spoons are 9 3/4-inches long and made of solid stainless steel. The handles are brushed to a satin lustre, the bowls are polished to a brilliant gleam.

Packaged with romance card in our new Regency gift box for added elegance. Also available in flannel roll in gift box.

| | 25-49 | 50-99 | 100-249 | 250 and up |
|---|---|---|---|---|
| **No. 2565*** | $6.40 | $6.20 | $5.55 | $5.00 |
| **No. 565** (in flannel roll) | $5.40 | $5.20 | $4.60 | $4.10 |

Design Patent Pending

MAILERS AVAILABLE: No. 2565, 17¢ and No. 565, 13¢ each, net.
1-2A 3B 4C

**THE VIENNESE DESSERT SET** The Viennese Dessert Set is a service designed especially for a dessert delight . . . from Cherry Jubilee to ice cream or puddings.

Stunning pieces . . . a sturdy serving spade, for handsome, easy serving . . . and four or eight glittering dessert spoons.

Handcrafted by the Swordsmakers of Steyr in Austria, from solid stainless steel. The handles are carefully brushed to a beautiful satin finish contrasting with the polished bowls.

Serving spade is 2 5/8-inches wide, 8 1/4-inches long. The dessert spoons are 5 3/4-inches in length.

Packed in our finest gift package, the Regency Gift Box, or tissue wrapped in black and silver gift box, each with romance card.

| | 25-49 | 50-99 | 100-249 | 250-499 | 500 and up |
|---|---|---|---|---|---|
| **No. 2304*** (Spade and 4 spoons) | $7.70 | $7.50 | $7.40 | $6.60 | $6.00 |
| **No. 2309*** (Spade and 8 spoons) | $11.60 | $11.20 | $11.00 | $9.80 | $8.80 |

MAILERS AVAILABLE at 17¢ each, net.

| | 25-49 | 50-99 | 100-249 | 250-499 | 500 and up |
|---|---|---|---|---|---|
| **No. 304** (Spade and 4 spoons) (tissue wrapped) | $6.20 | $6.00 | $5.90 | $5.30 | $4.80 |
| **No. 309** (Spade and 8 spoons) (tissue wrapped) | $10.10 | $9.70 | $9.50 | $8.50 | $7.60 |

U. S. Patent D-204,075

MAILERS AVAILABLE: No. 304 and 309 at 13¢ each, net.
1-3A 4B 5C

*See Regency Gift Package Personalization on Page 9

566

565

304

Winner of the GOOD DESIGN AWARD of the
Museum of Modern Art

**MOOD MODERNE** . . . Contemporary in design, incomparable in quality. A gift that justifies pride. Designed not only for beauty, but for functional use as well. The unusual shape of the knife blade, together with the deep concavity of the forks and spoons makes dining easier and more pleasant.

Mood Moderne pieces are made from fine stainless steel by the Swordsmakers of Steyr, in Austria. Each piece is delicately balanced to assure a natural feeling in the hand. The beautiful brilliance and soft satin finishes of the handles are the result of careful hand finishing.

The sets are wrapped in a fine flannel pouch that can be used for storage. Beautifully gift boxed with romance card.

| | 6-11 Sets | 12-24 Sets | 25-49 Sets | 50 and up Sets |
|---|---|---|---|---|
| **No. 1424** | $20.10 | $19.60 | $19.30 | $19.10 |
| 6 pc. place setting. Service for four (24 pcs.) | | | | |
| **No. 1636** | $29.90 | $29.10 | $28.60 | $28.30 |
| 6 pc. place setting. Service for six (36 pcs.) | | | | |
| **No. 1848** | $39.40 | $38.40 | $37.80 | $37.50 |
| 6 pc. place setting. Service for eight (48 pcs.) | | | | |
| **No. 1420** | $15.80 | $15.50 | $15.20 | $15.10 |
| 5 pc. place setting. Service for four (20 pcs.) | | | | |
| **No. 1630** | $23.30 | $22.80 | $22.50 | $22.30 |
| 5 pc. place setting. Service for six (30 pcs.) | | | | |
| **No. 1840** | $30.90 | $30.10 | $29.70 | $29.50 |
| 5 pc. place setting. Service for eight (40 pcs.) | | | | |
| **No. 1416** | $13.40 | $13.10 | $12.90 | $12.80 |
| 4 pc. place setting. Service for four (16 pcs.) | | | | |
| **No. 1624** | $19.80 | $19.30 | $19.00 | $18.80 |
| 4 pc. place setting. Service for six (24 pcs.) | | | | |
| **No. 1832** | $26.00 | $25.40 | $25.00 | $24.80 |
| 4 pc. place setting. Service for eight (32 pcs.) | | | | |

Six-piece place setting consists of salad fork, dinner fork, dinner knife, butter spreader, soup spoon and teaspoon.

For five-piece service—eliminate butter spreader.

For four-piece service—eliminate butter spreader and salad fork.

U.S. Patent Nos. D-173,784, D-173,785, D-173,786.

MAILERS AVAILABLE at 17¢ each, net.

C

Also available in a deluxe mahogany finished chest, lined with soft Ruby Duvetyn fabric; packed in air cell mailer at no extra charge.

| | 6-11 Sets | 12-24 Sets | 25-49 Sets | 50 and up Sets |
|---|---|---|---|---|
| **No. 1106** | $41.50 | $40.50 | $40.00 | $39.50 |
| 6 pc. place setting. Service for six (36 pcs.) | | | | |
| **No. 1108** | $50.75 | $49.75 | $49.00 | $48.50 |
| 6 pc. place setting. Service for eight (48 pcs.) | | | | |
| **No. 1112** | $68.50 | $67.50 | $66.75 | $66.25 |
| 6 pc. place setting. Service for twelve (72 pcs.) | | | | |

C

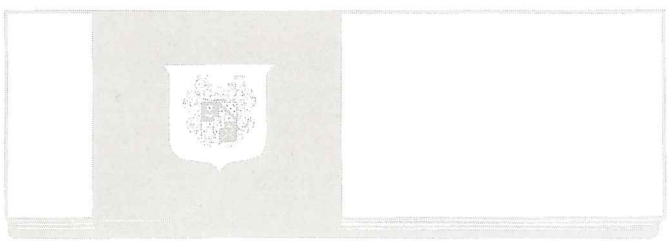
**THE RICHELIEU SERVING SET** . . . truly king-sized and fit for a king. 13¾-inches of luxury, beauty and practicality. A spoon and fork so serving-perfect they remove dressing from the biggest Holiday turkey or goose with ease . . . so artfully impressive, they will complement the most formal buffet . . . so practical, the gourmet will insist on using them.

Crafted with unequalled excellence by the Swordsmakers of Steyr in Austria. The decoration is incised 1/16-inch into the heavy stainless steel handle, then oxidized to obtain the most elegant effect of the art of metal finishing. Packaged, with romance card, in the luxurious Regency gift box for special beauty and attention.

| | 12-24 | 25-49 | 50-99 | 100-249 | 250 and up |
|---|---|---|---|---|---|
| **No. 2308*** | $8.40 | $8.20 | $8.10 | $7.30 | $6.60 |
| **No. 308** (in flannel) | $7.70 | $7.50 | $7.40 | $6.60 | $6.00 |

Design Patent Pending
MAILERS AVAILABLE: No. 2308, 17¢ and No. 308, 15¢ each, net.
1-3A 4B 5C

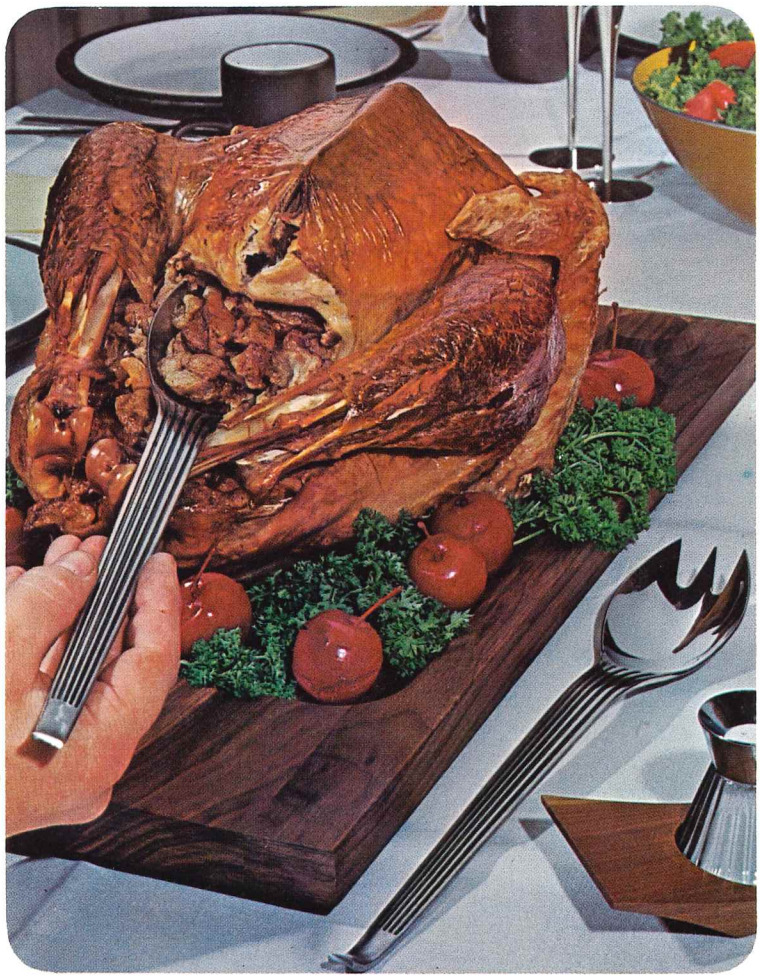
**THE EXCLUSIVE REGENCY GIFT PACKAGE** — From the crest on the cover to the rich velour surface inside, the Regency Gift Package demonstrates the desire to give the finest. It is a luxurious compliment to the fine gift inside. Created exclusively for each gift . . . formed to fit and hold the gift securely . . . the gift presentation is as impressive as when selected.

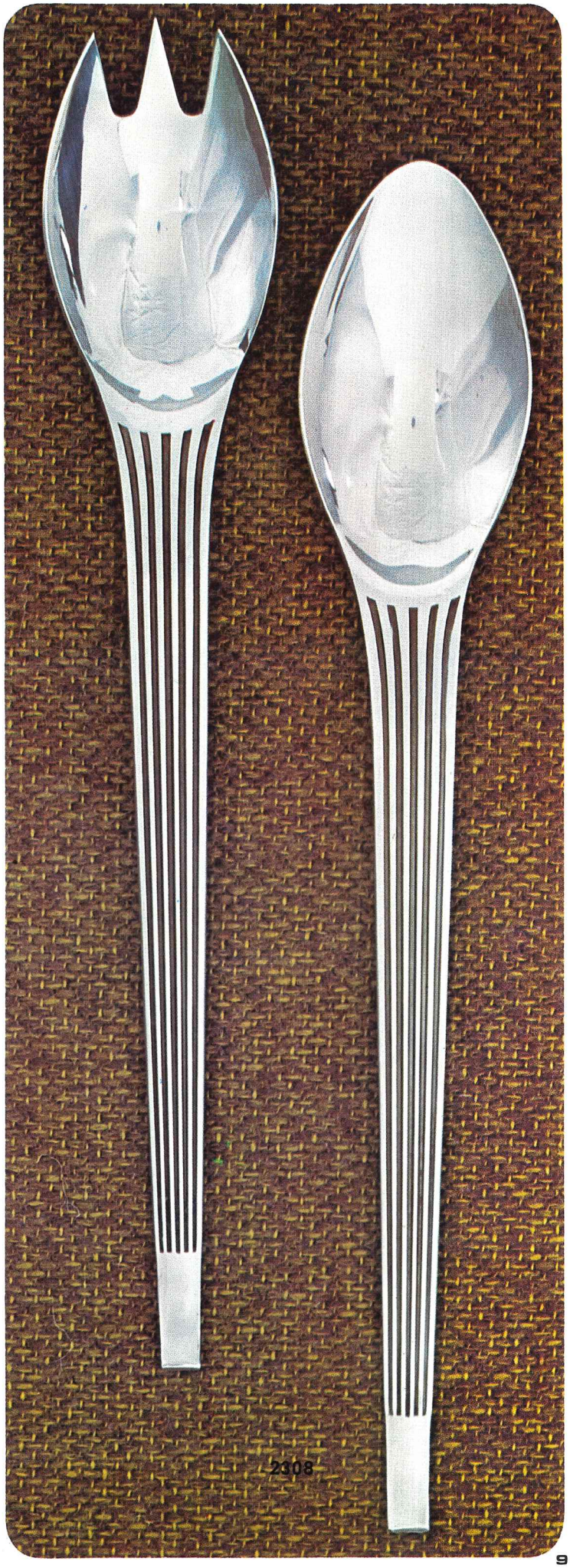


***PERSONALIZATION OF THE REGENCY GIFT PACKAGE**

An exquisite and personal touch is the personalization of your greeting. It may be done as shown below:

| | | |
|---|---|---|
| **Gold Foil** | Included for you to personalize in your own handwriting | 5¢ each, net. |
| **Gold Foil** | Names custom handwritten by us<br>Provide a typewritten list | 10¢ each net. |
| **Stamping** | on pressure sensitive insert | 5¢ each, net plus cost of stamping. See inside back cover for stamping charges. |




2308

317
IMPORT
CASE NO. 317
AUSTRIAN
SWORDMAKERS
FOR 400 YEARS

307
DORTED

**DELMONICO GIFTS** combine the design talent of America with the skill and patience of Old World craftsmen. The centuries old Swordsmakers Guild of Steyr in Austria hot forge and quench each Delmonico piece from a single solid bar of fine stainless steel.

Their skills have been passed on from generation to generation since the Middle Ages. Meticulous care is used in sharpening, polishing and finishing each piece.

The result is the glittering, beautiful Delmonico cutlery. Gifts that reflect your esteem to the person receiving it.

**THE DELMONICO STEAK SET** is a handsome set of matched steak knives, crafted by the Swordsmakers of Steyr in Austria. Only the finest stainless steel is hot forged into these Delmonico knives. A most fitting gift for those who demand quality. Overall length is 8-inches. Packaged with romance card in our finest gift package, the Regency gift box; in flannel roll in gift box or deluxe wood import case.

| | 12-24 | 25-49 | 50-99 | 100-249 | 250 and up |
|---|---|---|---|---|---|
| **No. 2318*** | $9.90 | $9.70 | $9.50 | $8.50 | $7.65 |
| **No. 318** (in flannel) | $9.10 | $8.90 | $8.70 | $7.80 | $7.05 |
| **No. 317** (in import case) | $9.95 | $9.75 | $9.55 | $8.55 | $7.70 |

MAILERS AVAILABLE: No. 2318, 17¢, No. 318, 13¢, No. 317, 15¢ each, net.
1-3A 4B 5C

**THE DELMONICO STEAK AND CARVING SET** will cause a stir of excitement when the gift is opened. Crafted of the finest stainless in true Delmonico tradition by the Swordsmakers of Steyr in Austria. Our finest 3 piece carving set and six precisely honed steak knives in an original import box of wood.

| | 12-24 | 25-49 | 50-99 | 100-249 | 250 and up |
|---|---|---|---|---|---|
| **No. 307** (in import box) | $19.90 | $19.60 | $19.30 | $17.25 | $15.45 |

MAILERS AVAILABLE at 21¢ each, net.
1-3A 4B 5C

*See Regency Gift Package Personalization on Page 9

**THE DELMONICO CARVING SET** was wrought by the skilled hands of Austrian craftsmen of the Swordsmakers of Steyr. The three-piece Carving Set consists of a carving knife, a slicer and a two tined serving fork. Each piece was hot forged from solid stainless, hand honed and finished to perfection.

All are Chef-size length. The fork is 11-inches, the Carving Knife is 13½-inches and the Slicer is 14-inches. Packaged, with romance card, in the Regency gift box in keeping with the elegance of the gift.

Also available in flannel roll in gift box, or deluxe wood import case.

| | 12-24 | 25-49 | 50-99 | 100-249 | 250 and up |
|---|---|---|---|---|---|
| **No. 2365*** | $10.40 | $10.20 | $10.00 | $8.95 | $8.05 |
| **No. 365** (in flannel) | $9.60 | $9.40 | $9.20 | $8.20 | $7.40 |
| **No. 306** (in import box) | $11.00 | $10.80 | $10.60 | $9.50 | $8.55 |

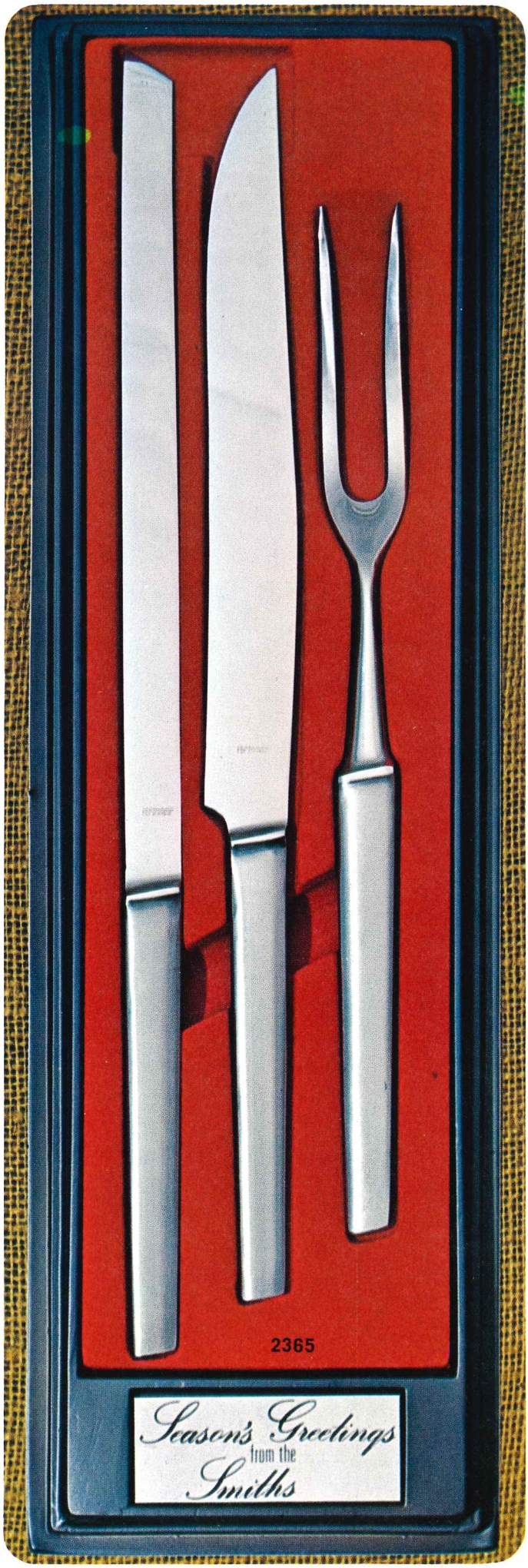
MAILERS AVAILABLE: No. 2365, 19¢, No. 306, 18¢, No. 365, 13¢ each, net. 1-3A 4B 5C

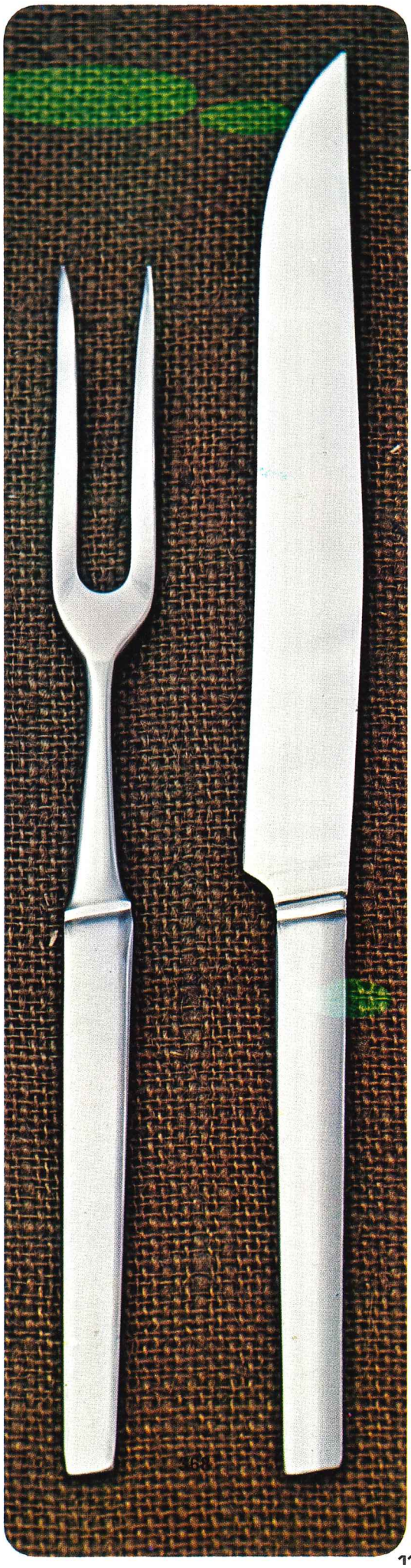
*See Regency Gift Package Personalization on Page 9

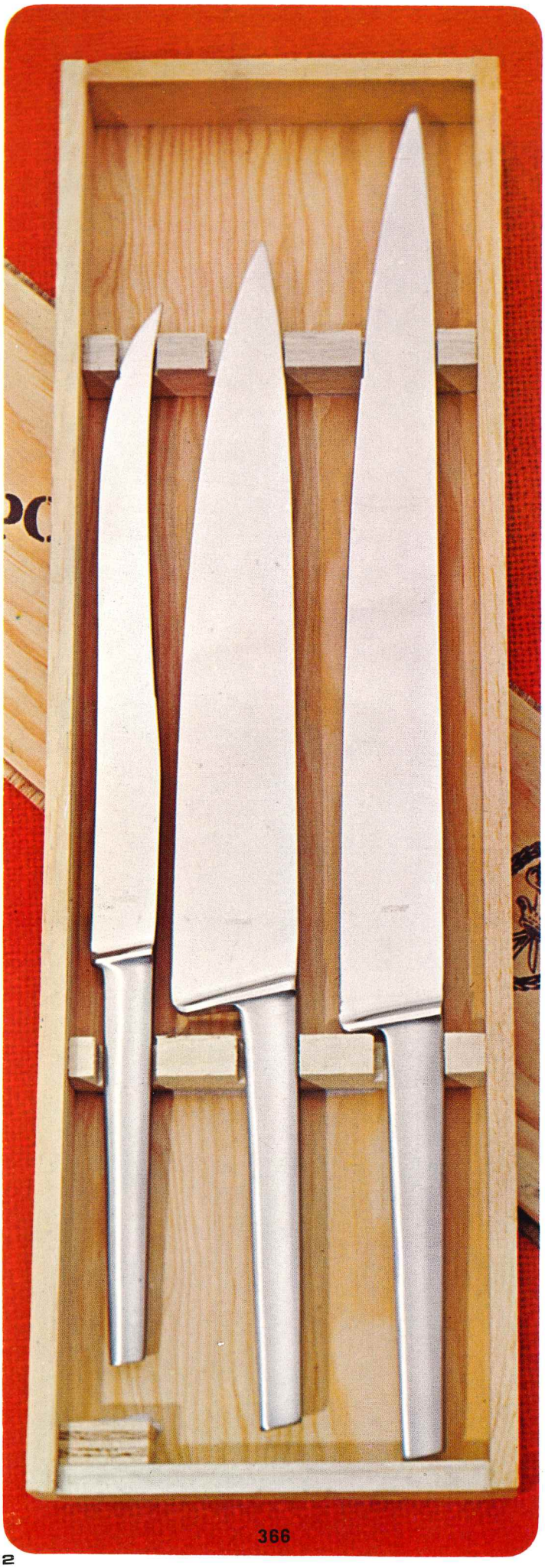
**THE DELMONICO (2 PC.) CARVING SET** . . . same as described above except consists of the basic carving knife and serving fork only. Available in the below packaging with romance card.

| | 12-24 | 25-49 | 50-99 | 100-249 | 250 and up |
|---|---|---|---|---|---|
| **No. 368** (in flannel) | $6.80 | $6.65 | $6.50 | $5.80 | $5.20 |
| **No. 369** (in import case) | $8.10 | $7.95 | $7.80 | $6.95 | $6.25 |

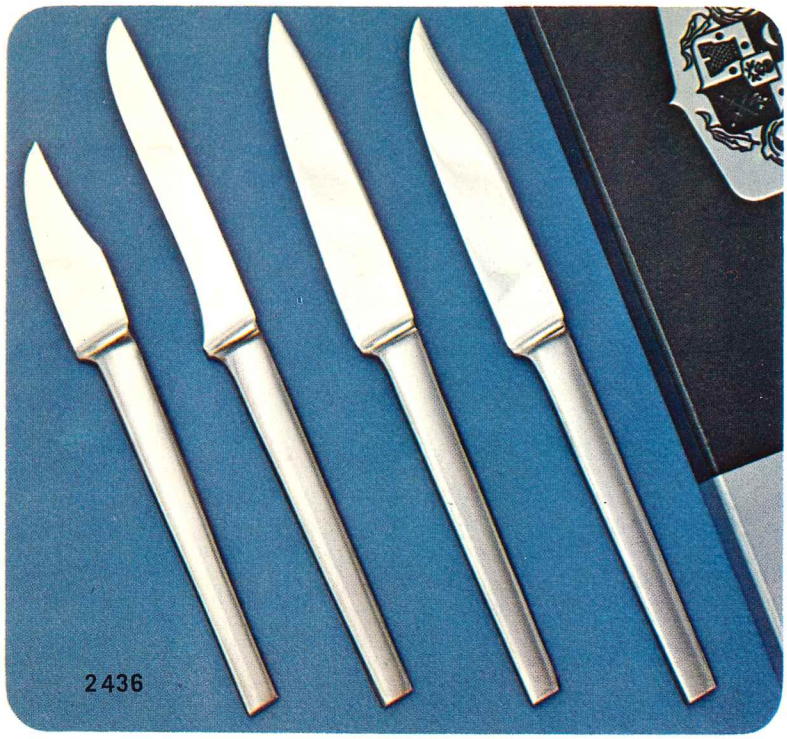
MAILERS AVAILABLE: No. 368, 13¢ and No. 369, 16¢ each, net. 1-3A 4B 5C


2365
Season's Greetings
from the
Smiths





366



2436

40

**THE DELMONICO CHEF SET** . . . a remarkable set of culinary tools. Balanced and shaped for perfect control. Hot forged from fine stainless steel by experts for centuries, the Swordsmakers of Steyr in Austria.

The set consists of three knives: A 15-inch Chef Knife shaped and weighted for chopping and cutting. A Roast Knife 17-inches long for slicing roasts and other meats. A Poultry Knife 13-inches in length for carving fowl. Beautiful brushed handles and hand polished blades. Packaged in original import box with romance card.

| | 12-24 | 25-49 | 50-99 | 100-249 | 250 and up |
|---|---|---|---|---|---|
| **No. 366** (in import case) | $15.90 | $15.60 | $15.30 | $13.70 | $12.30 |

**U.S. Patent D-189,243**

MAILERS AVAILABLE at 20¢ each, net.
1-3A 4B 5C

**THE DELMONICO GOURMET KNIFE SET.** Four pieces of fine stainless cutlery crafted in Italy. A perfect gift for the gourmet. A boning knife . . . a paring knife . . . a fruit knife . . . a seafood knife. Superb quality at a practical price. Overall length of knives are 7⅞-inches. Packaged, with romance card, in the beautiful Regency gift box.

| | 25-49 | 50-99 | 100-249 | 250-499 | 500 and up |
|---|---|---|---|---|---|
| **No. 2436*** | $7.00 | $6.80 | $6.10 | $5.50 | $5.40 |
| **No. 436** (in flannel) | $6.00 | $5.90 | $5.30 | $4.80 | $4.75 |

MAILERS AVAILABLE: No. 2436 at 17¢ and No. 436 at 13¢ each, net.
1-2A 3B 4-5C

**THE DELMONICO GAME SHEARS** is a tool that is welcome in every household. Compound spring cutting action snips through poultry bones or the toughest gristle with ease. Forged of tempered scissors-steel, then heavily chrome plated and hand polished to a high lustre by Italian artisans. Overall length is 10½-inches. Packaged with romance card in a beautiful gift box.

| | 25-49 | 50-99 | 100-249 | 250-499 | 500 and up |
|---|---|---|---|---|---|
| **No. 40** (in gift box) | $5.10 | $4.90 | $4.80 | $4.25 | $3.80 |
| **No. 42** (in import box) | $6.10 | $5.90 | $5.80 | $5.20 | $4.70 |

U.S. Patent D-176,994

MAILERS AVAILABLE: No.40, 12¢, No. 42, 15¢ each, net.
1-3A 4B 5C

*See Regency Gift Package Personalization on Page 9

**DELMONICO HOLIDAY SET** . . . when the call is for refreshments, nothing will serve better than this exquisite three piece beverage set.

The multipurpose knife has a serrated edge for cutting fruit, a honed edge for paring and a forked spear tip for olives, onions or cherries. The swizzle spoon and bottle opener-canpiercer are constructed for long service of lifetime stainless steel by Austrian craftsmen of excellence. Packaged with a romance card in the new Regency gift box (shown) for luxurious gift giving, in flannel roll and gift box, or deluxe wood import case.

| | 12-24 | 25-49 | 50-99 | 100-249 | 250 and up |
|---|---|---|---|---|---|
| **No. 2413*** | $7.90 | $7.70 | $7.50 | $6.65 | $6.00 |
| **No. 413** (in flannel) | $6.70 | $6.60 | $6.50 | $5.80 | $5.20 |
| **No. 416** (in import box) | $8.10 | $7.90 | $7.70 | $6.85 | $6.15 |

MAILERS AVAILABLE: No. 2413, 17¢, No. 413, 13¢, No. 416, 16¢ each, net. 1-3A 4B 5C

**DELMONICO SALAD SET** . . . a new design in serving pieces. Crafted in Austria of fine stainless steel, these Delmonico pieces are perfectly balanced. Easy to use for tossing salads, serving or buffet use.

One spoon is slotted to let juices of fruits or vegetables drain before serving.

Brilliantly polished with satin finish handles. Overall length is 10-inches. Bowl width is 3-inches. Packaged, with romance card, in our most beautiful package, the Regency gift box.

| | 12-24 | 25-49 | 50-99 | 100-249 | 250 and up |
|---|---|---|---|---|---|
| **No. 2355*** | $8.40 | $8.20 | $8.10 | $7.20 | $6.50 |
| **No. 355** (in flannel) | $7.60 | $7.40 | $7.20 | $6.40 | $5.75 |

U.S. Patent D203,943

MAILERS AVAILABLE: No. 2355, 17¢ and No. 355, 14¢ each, net. 1-3A 4B 5C

**DELMONICO BUFFET SET** is light, bright and versatile—for buffet serving of meats, fish or fowl. Carefully crafted in excellence, in the Delmonico design by Italian artisans.

Each piece is 7½-inches in length. Packaged with romance card in our new beautiful Regency package, a flannel roll and gift box, or deluxe import case.

| | 25-49 | 50-99 | 100-249 | 250-499 | 500 and up |
|---|---|---|---|---|---|
| **No. 2433*** | $4.70 | $4.60 | $4.50 | $4.00 | $3.60 |
| **No. 433** (in flannel) | $4.00 | $3.90 | $3.80 | $3.35 | $3.00 |
| **No. 443** (in import box) | $4.90 | $4.80 | $4.70 | $4.18 | $3.75 |

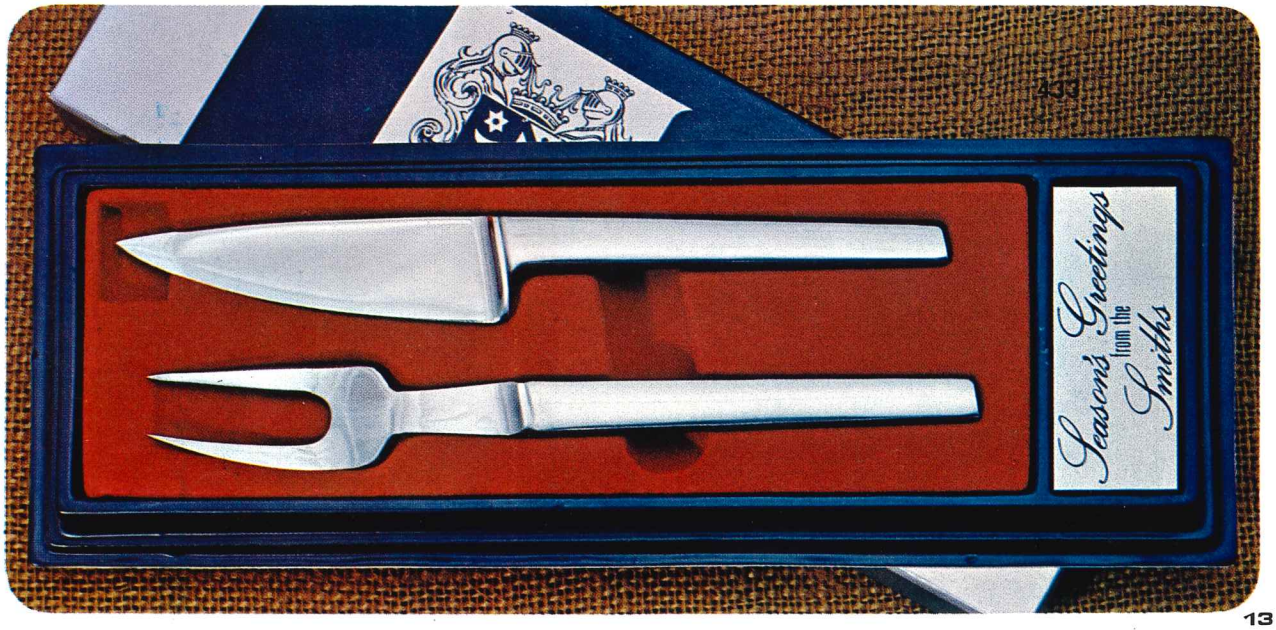
U.S. Patent D-189,243

MAILERS AVAILABLE: No. 2433, 16¢, No. 433, 13¢, No. 443, 14¢ each, net. 1-3A 4B 5C

*See Regency Gift Package Personalization on Page 9

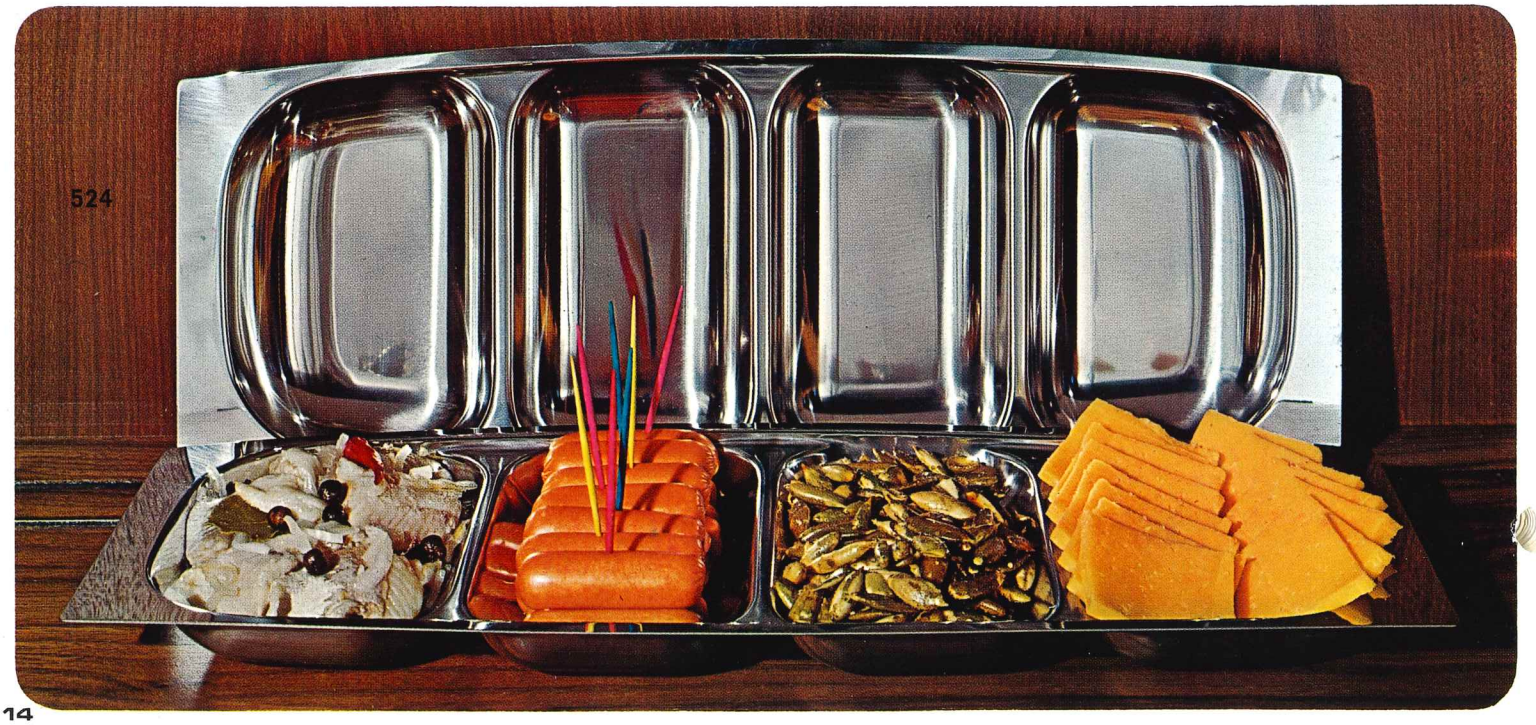
413

355


433
Season's Greetings
from the
Smiths

526

512


524

**SWEDISH HOLLOWARE** . . . the envy of the world. Products that are a result of ancient knowledge and skills, passed from Swedish fathers to their sons, from generation to generation. Our holloware is formed by expert craftsmen with patient care. Only the finest 18/8 Swedish stainless steel is used. It is carefully hand finished to absolute perfection. Your gift will be the finest holloware available. These are gifts for a lifetime. Make your gift more precious, with engraving. See inside back cover for engraving costs.

**THE LANDSKRONA** is a welcome and much desired gift. It was created to serve as a covered vegetable dish or as two separate serving dishes.

A product of the skills of expert Swedish craftsmen and fine 18/8 Swedish stainless steel.

It will be treasured by anyone who receives it.

You may select the Landskrona as a set—dish with cover; or either dish. Both are 9 1/2-inches by 7 1/2-inches. The deep dish (bottom) is 1 3/4-inches high, the shallow dish (cover) 1 1/4-inches high.

Beautifully packaged in gift box with romance card.

| | 12-24 | 25-49 | 50-99 | 100 and up |
|---|---|---|---|---|
| **No. 526** (set) | $13.35 | $13.10 | $12.85 | $12.60 |
| **No. 527** (Shallow Bowl) | $6.90 | $6.70 | $6.50 | $6.40 |
| **No. 528** (Deep Bowl) | $7.40 | $7.20 | $7.00 | $6.90 |

MAILERS AVAILABLE at 19¢ each, net.
A

**THE BORGHOLM** is table elegance expressed in 18/8 Swedish stainless steel by skilled Swedish artisans. Two bowls with the table convenience of one. It serves two vegetables, relishes, or dips.

Each Borgholm is hand finished to a brilliant lustre. 12 1/2-inches long, 8-inches wide, and 1 1/2-inches high.

Gift packaged in silver and black box with romance card.

| | 12-24 | 25-49 | 50-99 | 100 and up |
|---|---|---|---|---|
| **No. 512** | $8.35 | $8.15 | $7.95 | $7.80 |

U.S. Patent D-182,626
MAILERS AVAILABLE at 20¢ each, net.
A

**THE TORSHOLM** . . . a serving tray for all occasions.

Born of imaginative, contemporary design, finest 18/8 stainless steel, and flawless Swedish craftsmanship. Four matching compartments provide ideal service for hors d'oeuvres, candies, nuts or dressings.

Finished in a radiant combination of satin and mirror finish lustres. This exclusive holloware is 15 3/8-inches long, 6-inches wide and 7/8-inches high.

Packed in beautiful black and silver gift box with romance card.

| | 12-24 | 25-49 | 50-99 | 100 and up |
|---|---|---|---|---|
| **No. 524** | $9.30 | $9.10 | $8.90 | $8.70 |

Design Patent Pending
MAILERS AVAILABLE at 18¢ each, net.
A

**THE GOTHANETTE**—7-inches in diameter—Circles of elegance for individual serving or for buffet assortment service. Ideal for individual serving of desserts. Also buffet or table settings for hors d'oeuvres, canapes, relishes, etc. Beautifully gift boxed with romance card.

| | 12-24 | 25-49 | 50-99 | 100 and up |
|---|---|---|---|---|
| **No. 534-1** (1 piece) | $3.50 | $3.40 | $3.35 | $3.30 |
| **No. 534-2** (2 pieces) | $6.60 | $6.40 | $6.20 | $6.10 |

MAILERS AVAILABLE for all above 17¢ each, net.
A

**THE GOTHAN II** 10-inches in diameter. A dinner plate size in the perfect shape for serving sandwiches, desserts, cake, or nuts. Beautifully gift boxed with romance card.

| | 12-24 | 25-49 | 50-99 | 100 and up |
|---|---|---|---|---|
| **No. 540** | $6.30 | $6.10 | $5.90 | $5.80 |

MAILERS AVAILABLE at 18¢ each, net.
A

**THE GOTHAN** — 13-inches in diameter — A lustrous circle of beauty. Its large size makes it ideal for hors d'oeuvres, canapes, cake, sandwiches, meats and beverage service. Beautifully gift boxed with romance card.

| | 12-24 | 25-49 | 50-99 | 100 and up |
|---|---|---|---|---|
| **No. 535** | $8.30 | $8.00 | $7.80 | $7.60 |

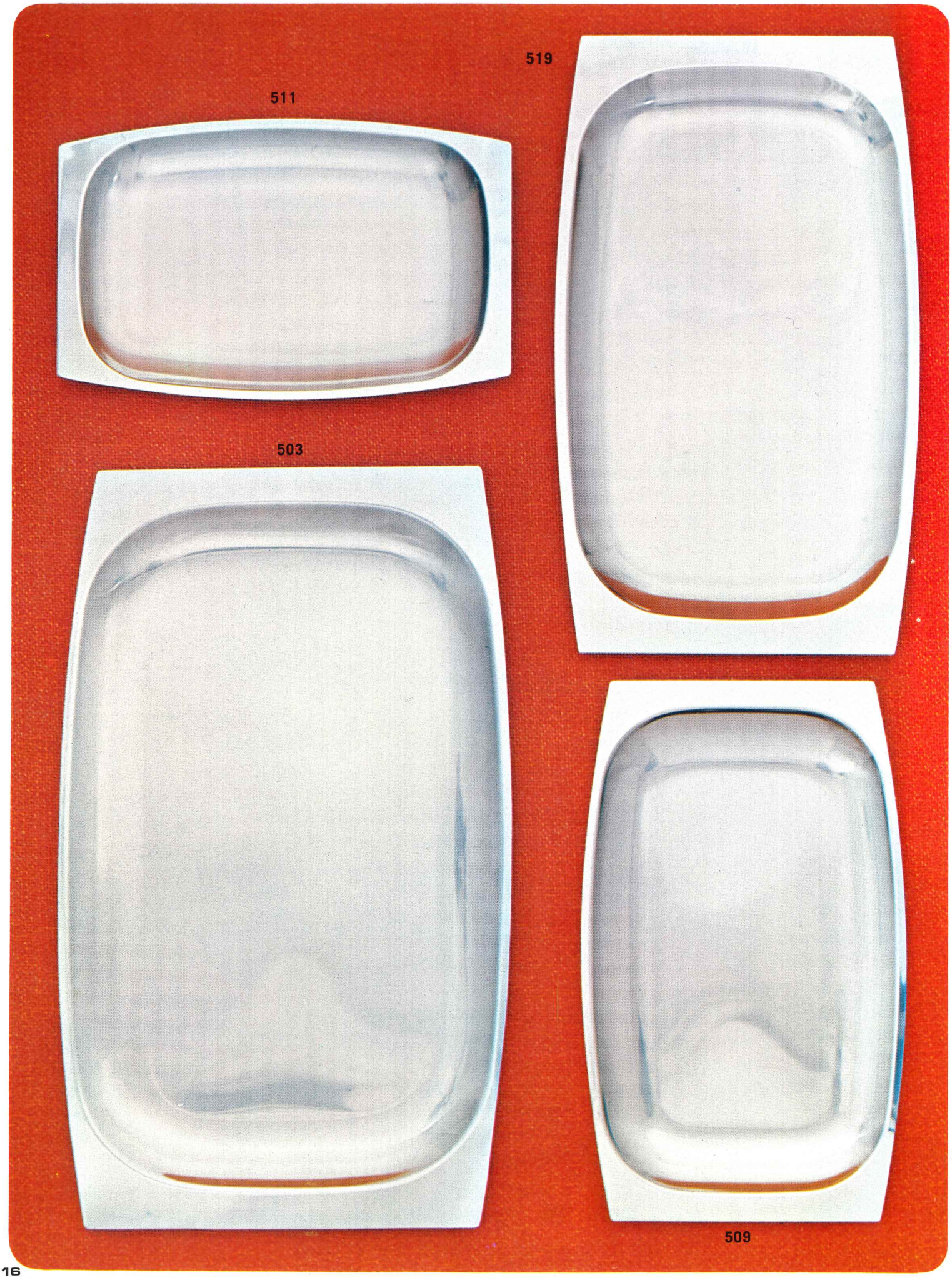
MAILERS AVAILABLE at 24¢ each, net.
A

**THE GOTHAN SET** . . . a group of three platters for buffet setting. Consists of 1 No. 535 Gothan Platter, 13-inches in diameter and 2 No. 534 Gothanette Platters, 7-inches in diameter. A stunning gift for a discerning person. Beautifully gift boxed with romance card.

| | 12-24 | 25-49 | 50-99 | 100 and up |
|---|---|---|---|---|
| **No. 536** | $14.65 | $14.15 | $13.65 | $13.40 |

MAILERS AVAILABLE at 24¢ each, net.
A

534
540
535


519
511
503
509

**THE KRISHOLM**—14¾ x 8¾-inches—A dinner platter of distinguished elegance. Ideal for steaks, roasts, sandwiches or pastries. Beautifully gift boxed with romance card.

| | 12-24 | 25-49 | 50-99 | 100 and up |
|---|---|---|---|---|
| **No. 511** | $9.80 | $9.50 | $9.25 | $9.00 |

MAILERS AVAILABLE at 20¢ each, net.
A

**THE KUNGSHOLM**—17½ by 10⅛-inches—A beautiful master dining platter. Large holiday size makes it ideal for turkey, ham, roasts. Shining loveliness on buffets with assorted meats, canapes, etc. Beautifully gift boxed with romance card.

| | 12-24 | 25-49 | 50-99 | 100 and up |
|---|---|---|---|---|
| **No. 519** | $13.60 | $13.20 | $12.80 | $12.60 |

MAILERS AVAILABLE at 24¢ each, net.
A

**THE LUNSHOLM PLATTER** is truly banquet size 20¾-inches by a full 12⅜-inches. It accommodates the largest holiday turkey, ham or roasts. For any occasion demanding food in abundance. Packed in an attractive gift mailer with romance card.

| | 6-11 | 12-24 | 25-49 | 50-99 | 100 and up |
|---|---|---|---|---|---|
| **No. 503** | $20.70 | $20.20 | $19.80 | $19.50 | $19.20 |

A

**THE GRIPSHOLM**—12½ by 7¾-inches—A buffet platter that will bring glistening highlights to the table. Ideal for canapes, sandwiches, sliced meats and cheeses. An individual steak platter that can be placed directly under the broiler flame. Beautifully gift boxed with romance card.

| | 12-24 | 25-49 | 50-99 | 100 and up |
|---|---|---|---|---|
| **No. 509** (single) | $7.20 | $7.00 | $6.80 | $6.70 |
| **No. 510** (set of 2) | $13.70 | $13.40 | $13.10 | $12.90 |

MAILERS AVAILABLE at 16¢ each, net for 509 or 510.
A

**THE SVANEHOLM**—15½ x 6-inches—A masterpiece of utility. Ideal for bread, rolls, snacks or relishes. Beautifully gift boxed with romance card.

| | 12-24 | 25-49 | 50-99 | 100 and up |
|---|---|---|---|---|
| **No. 576** | $8.30 | $8.00 | $7.80 | $7.60 |

MAILERS AVAILABLE at 18¢ each, net.
A

U.S. Patents D182,626, D184,651 cover No. 503, 509, 510, 511, 513, 519, 576 and 578.

**THE TREVHOLM** 12⅛ x 4 11/16-inches. Designed as a relish tray but practical for biscuits, cheeses or appetizers. Packaged in beautiful gift box with romance card.

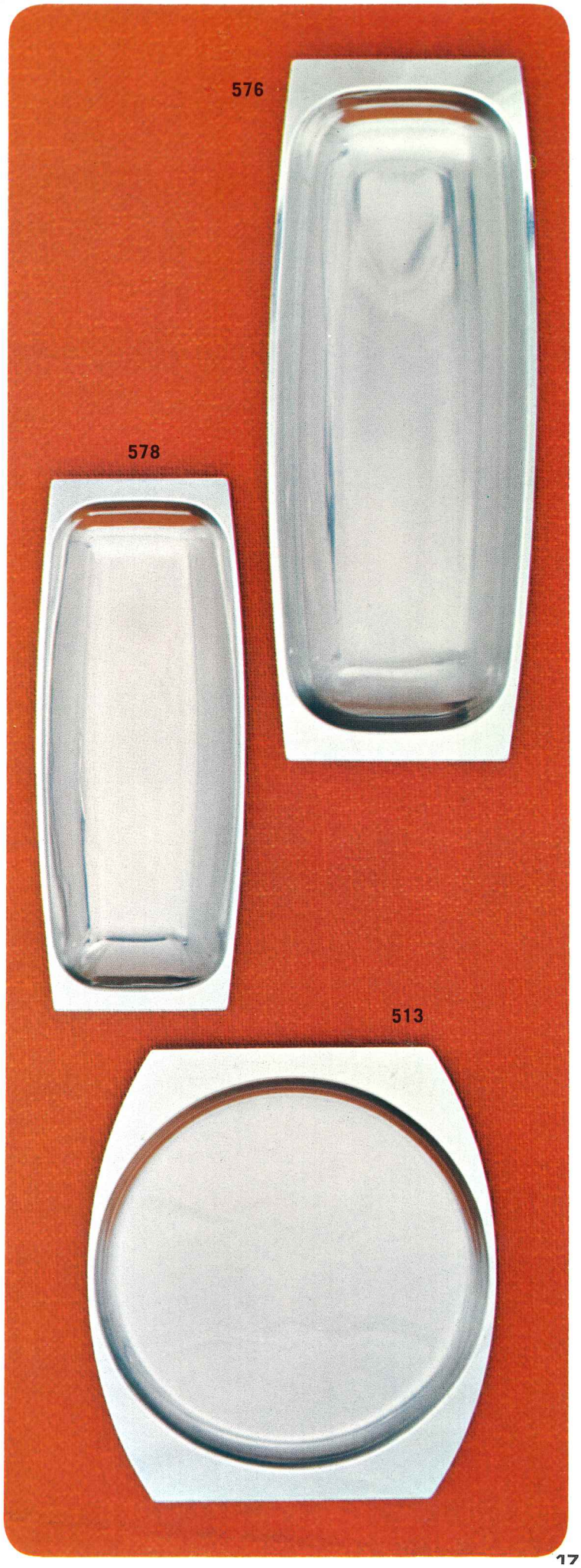
| | 25-49 | 50-99 | 100-249 | 250 and up |
|---|---|---|---|---|
| **No. 578** | $5.00 | $4.90 | $4.80 | $4.30 |

MAILERS AVAILABLE at 15¢ each, net.
1-3A, 4B

**THE FRIEDHOLM**—10½ x 9½-inches—A round tray with a flowing art form. Versatile because it is perfect for either roasts, fowl, sandwiches, canapes or hors d'oeuvres. Beautifully gift boxed with romance card.

| | 12-24 | 25-49 | 50-99 | 100 and up |
|---|---|---|---|---|
| **No. 513** | $7.20 | $7.00 | $6.80 | $6.70 |

MAILERS AVAILABLE at 18¢ each, net.
A



505

637

876

**THE GALLIVARE** . . . a resplendent serving tray that reflects graceful contoured loveliness.

Eight compartments to serve pate, hors d'oeuvres, cheeses, seafood, dips, relishes or condiments . . . a perfect introduction to an evening of pleasure for guests.

The Gallivare becomes a luxurious and practical lazy susan when the balanced ball-bearing turntable is added.

The Gallivare is a superbly large, multi-purpose tray that measures approximately 14 1/2-inches in diameter. It is packaged with a romance card in an attractive gift mailer at no extra charge.

| | 12-24 | 25-49 | 50-99 | 100 and up |
|---|---|---|---|---|
| **No. 505** (tray) A | $16.90 | $16.50 | $16.20 | $15.90 |

**No. 504** Ball bearing turntable $2.50 each in any quantity.
C
U.S. Design Patent D-197,022

**LA REINE DECANTER SERVICE** is entertaining supreme. Versatility and beauty combined in the hand-blown smoke-topaz decanter set and tray of Swedish 18/8 stainless steel with hand-rubbed walnut insert. The walnut insert holds and serves the cordials. Turn it over for a cutting board and tray. Remove it for a cocktail or dessert tray. Size 15 3/4-inches in length, 3/4-inches deep. Packaged with romance card in attractive gift mailer at no extra charge.

| | 6-11 | 12-24 | 25-49 | 50-99 | 100 and up |
|---|---|---|---|---|---|
| **No. 637** A | $28.50 | $28.25 | $28.00 | $27.75 | $27.50 |

**LA REINE DECANTER SET** brings warm sophistication to a friendly gathering. Handblown in smoke-topaz glass by Suessmuth in Germany. Decanter is 7-inches high, 4 1/2-inches in diameter. Cordial glasses are 1 3/4-inches tall and 1 5/8-inches in diameter. Packaged in mailer with romance card.

| | 6-11 | 12-24 | 25-49 | 50-99 | 100 and up |
|---|---|---|---|---|---|
| **No. 602** | $13.30 | $13.00 | $12.80 | $11.50 | $10.40 |

**MAILERS INCLUDED at no extra charge.**
**1-3A 4B 5C**

## THE TRENCHER

Reaching back to the times of the kings and knights in early Europe, the Trencher brings back a touch of the lore and luxury of those colorful days. After the tournament, food delicacies were served to the victors and the king's guests on huge hardwood platters.

Like the platters of old, the Trencher is king-sized — a full 2-feet in length, almost 1-foot in width and a full 1-inch thick. Constructed of solid walnut . . . the wood of elegance.

Now — TURN IT OVER — the other side has a carving platform for meats, with juice troughs and well.
Express yourself to the one you are gifting with the Trencher — he will remember your thoughtfulness.

Packaged in a handsome gift mailer with romance card at no extra cost.

| | 6-11 | 12-24 | 25-49 | 50 and up |
|---|---|---|---|---|
| **No. 876** A | $34.00 | $33.00 | $32.50 | $31.90 |

**THE RICHELIEU SERVING SET** (also shown) is a handsome gift for the holiday season. See Page 9.

**THE CHATELAIN** . . . a gourmet's delight! Luxurious, king-size bowl with a removable console bowl in brilliant 18/8 Swedish stainless steel. An unusual gift of beauty and practicality.

Perfect for chips and dip, salads, or any food that has a side dish of sauce or dressing.

Remove the console bowl and the Chatelain is a king-size single bowl, perfect for tossed salads or gourmet specialties.

Large bowl is 14 1/2-inches in diameter, 4-inches deep, console bowl, 6 1/4-inches in diameter, 2-inches deep. Overall height 7 1/4-inches. Packaged in attractive gift-mailer with romance card at no extra charge.

| | 6-11 | 12-24 | 25-49 | 50-99 | 100 and up |
|---|---|---|---|---|---|
| **No. 639** | $21.50 | $21.00 | $20.50 | $20.00 | $19.50 |

Design Patent Pending
A

**THE KRONA** strikes just the right note of elegance and good taste. A perfect hostess tray . . . yet a carousel. The Krona can be passed at a cocktail party or at the table. When in place on the table, buffet or coffee table . . . it turns with just a finger touch.

Walnut and stainless steel provide an ideal setting for hors d'oeuvres, seafoods, relishes or dressing.

The four trays of fine 18/8 Swedish stainless steel lift out for easy cleaning. American walnut base is crafted and finished to excellence. Overall diameter 17-inches. 2 1/4-inches high. Individual trays 8 1/4-inches by 8 1/4-inches. Packaged in a gift mailer with romance card.

| | 12-24 | 25-49 | 50-99 | 100 and up |
|---|---|---|---|---|
| **No. 584** | $25.00 | $24.50 | $24.00 | $23.50 |

Design Patent Pending
A

639

584

531
533

529

410

**FLORENTINE GIFTS** — So rare and beautiful — a touch of medieval Europe. The rare coin replica complements the Old World craftsmanship, creating a gift that stands alone in distinctive elegance.

**THE LARGE FLORENTINE COIN BOWL** — a decorator piece as well as a serving bowl. The large Florentine coin bowl will grace any setting — desk, mantel, buffet or table.

Fashioned from the finest Swedish stainless and buffed to a perfect finish. A large bowl, 9-inches in diameter and 2-inches high. Packaged in beautiful gift box with romance card.

| | 12-24 | 25-49 | 50-99 | 100-249 | 250 and up |
|---|---|---|---|---|---|
| **No. 531** | $7.10 | $6.90 | $6.70 | $5.95 | $5.35 |

MAILERS AVAILABLE at 22¢ each, net.
1-3A 4B 5C

**THE FLORENTINE COIN BOWL** — a remembrance of lustrous beauty. Italian craftsmen have created this bowl in the finest stainless steel. The bowl invites use for nuts, candies. Perfect as an ash-tray. 5 1/4-inches, top diameter. 1 3/4-inches, bottom diameter. 1 1/4-inches high. Packaged in handsome gift box with romance card.

| | 25-49 | 50-99 | 100-249 | 250-499 | 500 and up |
|---|---|---|---|---|---|
| **No. 533** | $2.80 | $2.60 | $2.45 | $2.15 | $1.90 |

MAILERS AVAILABLE at 15¢ each, net.
1-3A 4B 5C

**THE FLORENTINE COIN TRAY** seems to speak a message of antiquity in its simple lines of stainless steel. The cast coin imbedded in its center is a replica of one popular in early Europe.

This unusual tray serves cigarettes . . . a convenient holder for calling cards . . . a bureau organizer for rings, jewelry and coins, as well as a most unusual way to pass mints and candies.

Crafted in Italy with patient care. Fine stainless steel, finished to a satiny perfection. 5 15/16-inches long, 3 3/4-inches wide. Packaged in handsome gift box with romance card.

| | 25-49 | 50-99 | 100-249 | 250-499 | 500 and up |
|---|---|---|---|---|---|
| **No. 529** | $2.80 | $2.60 | $2.45 | $2.15 | $1.90 |

MAILERS AVAILABLE at 12¢ each, net.
1-3A, 4B, 5C

**THE FLORENTINE BOTTLE OPENER** is a product from the skilled hands of Italian artisans of metal. It is an unusual and practical companion at the refreshment hour.

The antiqued cast metal replica of an early European coin contrasts luxuriously with the fine stainless steel that holds it.

It is 4 1/4-inches long and 2-inches wide. Packaged in a handsome gift box with romance card.

| | 25-49 | 50-99 | 100-249 | 250-499 | 500 and up |
|---|---|---|---|---|---|
| **No. 410** | $2.20 | $2.10 | $2.05 | $1.83 | $1.65 |

MAILERS AVAILABLE at 13¢ each, net.
1-3A 4B 5C

**CUSTOM-MADE FLORENTINE GIFTS** are now available. Your business name, logo, trademark or message can be reproduced in the solid metal coin, antique finished by a special process, and mounted in any of the above Florentine pieces. — All costs shown below are net and in addition to prices shown in the catalog.

Artwork must be of good quality and camera ready.

Delivery time is 16 to 20 weeks after receipt of approved artwork.

| No. | | Approximate Tooling Cost One Side | Both Sides | Minimum Quantity | Service Charge |
|---|---|---|---|---|---|
| 533 | Coin Bowl | $175.00 | $350.00 | 1000 | 5¢ |
| 410 | Bottle Opener | $175.00 | $350.00 | 1000 | each |
| 529 | Coin Tray | $175.00 | | 1000 | |
| 531 | Large Coin Bowl | $400.00 | $700.00 | 500 | 5¢ |
| 508 | Continental Set (page 6) | $400.00 | $700.00 | 500 | each |

**EXECUTIVE DESK GIFTS** . . . designed and crafted to please the taste of the discriminating man.

The gifts below, and on the following pages, are keyed to those who appreciate beauty of design, excellence of craftsmanship and the finest materials . . . and would not compromise quality for price. When the gift is received, your thoughts will be expressed in a style that will impress.

**THE VISCOUNT ASHTRAY** portrays forceful design with simple lines in cast, polished aluminum. So versatile, it is in good taste in the living room, den, office or patio.

The cover is laminated to give a pleasing contrast of materials. It is easily removable for cleaning. With the cover in place, unsightly clutter is hidden and the tray is protected from gusty breezes.

Ad copy may be silver stamped on the laminated cover or on a swatch on the bottom. 6-inches in diameter. Packaged in handsome gift box with romance card.

| | 25-49 | 50-99 | 100-249 | 250-499 | 500 and up |
|---|---|---|---|---|---|
| **No. 787** | $3.90 | $3.80 | $3.70 | $3.30 | $2.90 |

MAILERS AVAILABLE at 16¢ each, net.
1-3A, 4B, 5C

**THE EXECUTIVE DESK SET** . . . destined to be on the desktops of important people because it is a gift that an aggressive man would own.

The brushed stainless steel base contrasts with the hand rubbed walnut stock to provide glistening accents for the desk. Two swivel pen wells adjust to hold the ball point pens at the right angle for easy grasp.

The Executive Desk Set is 9½-inches long and 4-inches wide. Personalize your gifts with metal nameplates. They are available at 10c each, plus engraving costs. See inside back cover. Packaged in handsome gift box with romance card.

| | 25-49 | 50-99 | 100-249 | 250 and up |
|---|---|---|---|---|
| **No. 654** | $7.20 | $7.00 | $6.90 | $6.20 |

**No. 654S** Deluxe Sheaffer pens instead of standard pens, $2.00 net, extra.

MAILERS AVAILABLE at 15¢ each, net.
1-3A 4B

787

654

GEROGE GARTNER

710


TRAILS
LIONS INTERNATIONAL
SCRANTON CLUB
GUEST SPEAKER

778

**THE CHANCELLOR** is something new and pleasingly different in a desk gift — a letter opener and ruler combined. The decorative letter opener is made of high quality steel with a heavy plating of nickel. This extra plating assures a long life of beauty and service.

Embedded in the scabbard of rich olive leather is an accurate 10-inch ruler in anodized gold. Personalization or ad copy is available on the top side of the scabbard only. It will be located on the blade section, unless otherwise specified. See inside back cover for gold stamping charges.

The Chancellor is $10^{7}/_{8}$-inches in length, 2-inches wide and is packaged in a handsome black and silver gift box with romance card.

| | 25-49 | 50-99 | 100-249 | 250-499 | 500 and up |
|---|---|---|---|---|---|
| **No. 710** | $3.40 | $3.30 | $3.20 | $2.85 | $2.60 |

MAILERS AVAILABLE at 13¢ each, net.
1-3A 4B 5C

**THE CRITERION LETTER OPENER** is an extra special budget priced gift. It is brightly nickel-plated so that its glistening highlights are conspicuous on the desk.

On the back surface of the opener is a 9-inch ruler, convenient for at-the-desk measurement. The Criterion is ideal for personalization or ad copy. Screen printing or engraving show off beautifully on the bright nickel background. For printing or engraving charges, see inside back cover. For etched ad copy, see below. Packaged in a beautiful gift box with romance card.

| | 100-249 | 250-499 | 500 and up |
|---|---|---|---|
| **No. 778** | $1.46 | $1.25 | $1.10 |

MAILERS AVAILABLE at 12¢ each, net.
1A 2B 3C

**THE HERALDIC COASTER SET** The atmosphere around any beverage seems to mellow as the glass rests on a golden crested coaster from the Heraldic set.

Rich brown processed leather provides a background for the handsome gold-stamped crest. It's a waterproof covering for the cork pad. The solid cast caddy with soft antique finish, provides the final touch to this unusual appointment for table or desk. The Heraldic is crafted in West Germany and measures $3^{3}/_{8}$-inches in diameter, $^{7}/_{8}$-inches high. Complete with caddy and 6 coasters in handsome gift box with romance card.

| | 25-49 | 50-99 | 100-249 | 250-499 | 500 and up |
|---|---|---|---|---|---|
| **No. 405** | $3.00 | $2.90 | $2.80 | $2.50 | $2.25 |

MAILERS AVAILABLE at 12¢ each, net.
1-3A, 4B, 5C

**THE V.L.S. LIBRARY SET** answers the need for a most unusual, distinctive gift for V.I.P.'s. The extraordinary gift for the extraordinary person.

A scabbard of genuine black cowhide encases a shear and letter opener of unexcelled quality.

The V.L.S. means Very Long Shears and it is — $12^{1}/_{2}$-inches long. The slender blades are hollow ground and scientifically shaped for precise cutting over the entire length of the blade.

The handle of the letter opener is ideal for personalizing or engraving or screenprinted ad copy.

Made in Europe by craftsmen skilled in the cutlery arts. Your gift of the V.L.S. will be the one remembered gift he receives. Packaged in a handsome gift box with appropriate romance card.

| | 25-49 | 50-99 | 100-249 | 250 and up |
|---|---|---|---|---|
| **No. 750** | $10.80 | $10.60 | $10.40 | $9.30 |

Design Patent Pending
MAILERS AVAILABLE at 15¢ each, net.
1-3A 4B

**ENGRAVING OR SCREEN PRINTING CHARGES** for letter opener handle — see inside back cover for prices.

**SILVER STAMPING ON BLADE SECTION OF SCABBARD.** High quality silver foil is used in all stamping. If desired, silver stamping can be done on the underside of the scabbard at the same cost as shown below. Block or italic upper case letter styles only are used.

| | Minimum Pieces | Cost |
|---|---|---|
| Individual Names or Initials | 25 | 50¢ each, net |
| Ad copy — 1 or 2 lines (20 letters per line) | 50 | 10¢ each, net |

Special dies for trademarks, etc., will be quoted upon receipt of artwork.

405

750

Kirby
Sanitronic
777
720

**THE COMMERCE AND INDUSTRY DESK SET** . . . a product of careful craftsmanship and outstanding materials from Europe. A desk set of real quality.

The scabbard is genuine cowhide, tanned to a rich, warm tone — a prestige setting for gold personalizing or ad copy. To assure a long life of service, double saddle-stitching is used.

The elegantly embossed handle of the letter opener is fired enamel filling. The heavily nickel plated metal gives immediate assurance of the quality in hand. A convenient nine-inch ruler is embossed on the back of the blade.

The shears are carefully crafted from special scissors steel — hot forged — tempered — nickel plated . . . then hand honed to cutting perfection.

The shears are 8 1/2-inches long, the letter opener 9-inches long, and the scabbard is 10 1/4-inches long. (See price schedule below for personalizing or ad copy.) Beautifully gift boxed with romance card.

| | 25-49 | 50-99 | 100-249 | 250-499 | 500 and up |
|---|---|---|---|---|---|
| **No. 777** | $6.70 | $6.50 | $5.80 | $5.20 | $5.10 |

**Design Patent 1173**
**MAILERS AVAILABLE at 12¢ each, net.**
**1-2A 3B 4-5C**

**THE CONSUL LIBRARY SET** is a quality gift at a budget price. European artisans of cutlery have crafted it with patient skill.

Special scissors steel is used for the shears. It is hot forged, tempered and sharpened for easy cutting. The shears are approximately 7 1/2-inches long. The perfect fitting handles are comfortable, even for long cuttings. The letter opener is made of fine steel, with heavy nickel plating. The scabbard is specially processed leather with a rich olive tone. Saddle stitching gives a final touch of luxury and quality. (See below for personalization or ad copy.) Packaged in a handsome gift box with romance card.

| | 25-49 | 50-99 | 100-249 | 250-499 | 500 and up |
|---|---|---|---|---|---|
| **No. 720** | $5.20 | $5.10 | $4.55 | $4.10 | $4.05 |

MAILERS AVAILABLE at 11¢ each, net.
1-2A 3B 4-5C

## PERSONALIZATION OR AD COPY

**Engraving or Screen Printing: See inside back cover.**

### Silver or Gold Stamping

Ad copy will be stamped on the top side of the scabbard underneath the handles of the shears, *unless otherwise specified* at prices listed on inside back cover. If desired, stamping can be done on the underside of the scabbard at the same cost. If both surfaces are stamped, a charge for each stamping will be made. Block or italics upper case only are used in gold stamping.

**Silver or Gold Stamping on Blade Section of Scabbard (Block or Italic style)**

| | Minimum | Cost | Available on Item |
|---|---|---|---|
| Individual Names | 25 | $.50 | 750-777 |
| Initials | 25 | .45 | 720-750-777 |
| Ad Copy | 50 | .15 | 750-777 |

(One line up to 30 letters)

Special dies for trademarks, etc., will be quoted upon receipt of artwork.

**CUSTOM DESK SET** (Same as No. 777 except letter opener.)

The No. 778 letter opener, page 22 (with your name, trademark, or message screen printed, or engraved on the handle), may be substituted for the Commerce and Industry letter opener.

**Screen Printing or Engraving Costs: See inside back cover.**

**THE CAVALIER CLOTHES BRUSH** . . . leather thong and walnut reflect a robust quality that a man appreciates.

Unusual, yet practical, it fits the hand naturally when in use. The $3\frac{1}{2}$-inch nylon bristles reach into fabrics and sweep out dust and lint.

Turn the brush around and the short nylon bristles will go to work on difficult spots or soil.

Rolled brass nameplates for personalization or screen printing of your ad message is available. See below.

Sized right for the man's hand, $8\frac{1}{2}$-inches long and $1\frac{5}{8}$-inches in diameter. Handsomely packaged in black and silver gift box.

| | 25-49 | 50-99 | 100-249 | 250 and up |
|---|---|---|---|---|
| **No. 18** | $3.70 | $3.60 | $3.20 | $2.85 |

MAILERS AVAILABLE at 14¢ each, net.
1-2A 3B 4C

Rolled brass nameplates for engraving 15¢ each, net
See flat surface engraving for engraving costs. (Inside back cover.)
Screenprinting costs See inside back cover.

**THE VALET CLOTHES BRUSH** . . . another gift for fine grooming. Long bristles set in rich walnut will pick up the most stubborn dust particles. A specially designed lint pad on the top of the brush removes lint from soft or hard-finished fabrics.

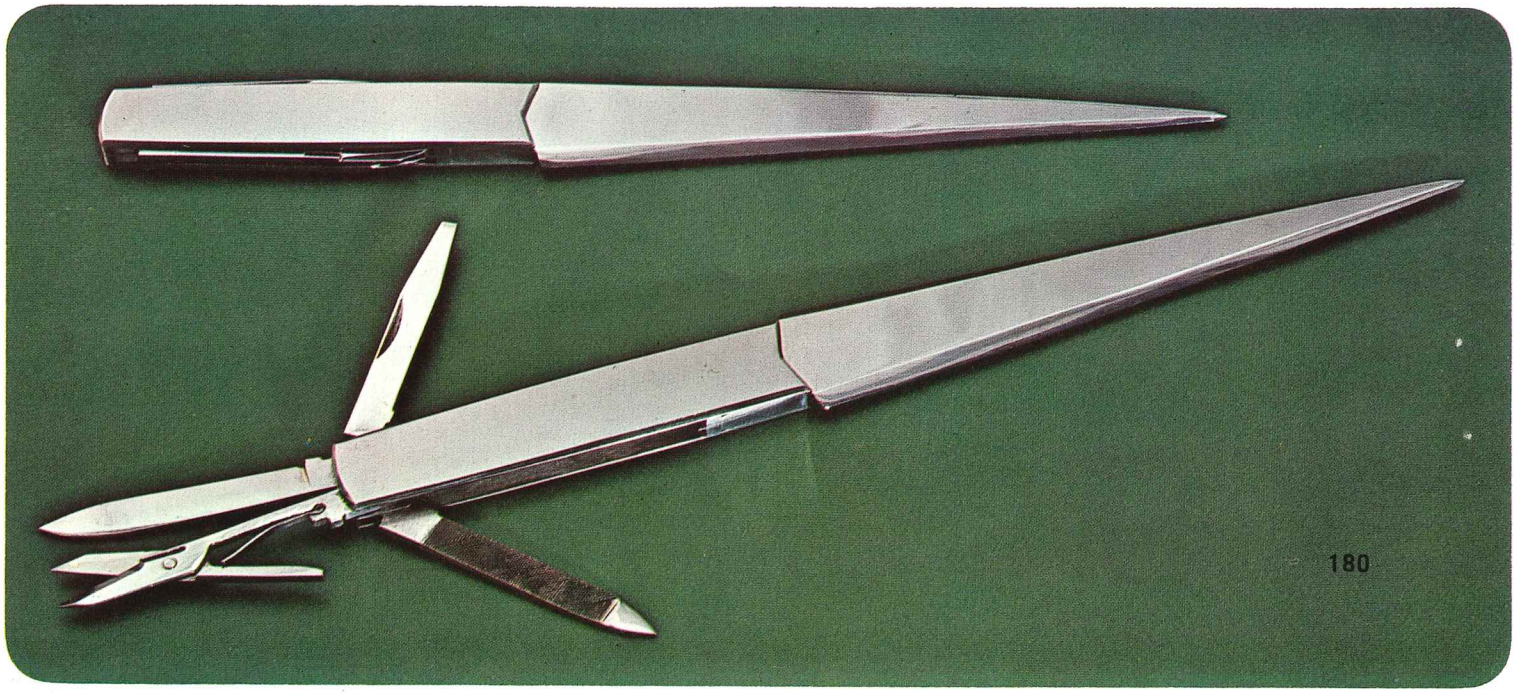
Walnut-finished handle can be screen printed on either side. See inside back cover for costs. 10-inches long and $1\frac{3}{4}$-inches wide. Packaged in a fine black and silver gift box with romance card.

| | 25-49 | 50-99 | 100-249 | 250 and up |
|---|---|---|---|---|
| **No. 16** | $2.50 | $2.42 | $2.15 | $1.92 |

MAILERS AVAILABLE at 16¢ each, net.
1-2A 3B 4C

18

16


180

5

**THE LANCER** . . . a letter opener . . . a grooming aid. Concealed in its handle are a nail file, scissors and knife blade. Also included is a screw driver for even more utility. Meticulously crafted by skilled artisans.

Constructed entirely of lifetime stainless steel. Overall length 8-inches. For printing or engraving charges, see inside back cover. Packaged in handsome gift box with romance card.

| | 25-49 | 50-99 | 100-249 | 250-499 | 500 and up |
|---|---|---|---|---|---|
| **No. 180** | $5.50 | $5.30 | $5.20 | $4.65 | $4.20 |

Patent Pending
MAILERS AVAILABLE at 12¢ each, net.
1-3A, 4B, 5C

**THE AMBASSADOR MANICURE SET** will delight those who demand impeccable styling and personal grooming. Styled in genuine top-grain cowhide carefully processed to a rich black finish, the Ambassador is ideal for travel or at home use.

Unsnap the clasps, open the case and five glistening grooming instruments of surgical steel await your use. Triple-cut nail file, combination cuticle pusher and nail cleaner, scissors, nail trimmer and tweezer. All are products of master European craftsmen. Forged from the finest steel and finished to close tolerances, then buffed and polished to unusual brilliance and beauty.

The Ambassador is just 3/4-inch thick, 3-inches wide and 8 1/4-inches long. The smooth jet black finish accents personalization or ad message. It provides a perfect field for gold or silver stamping. See inside back cover for details. Packed in beautiful gift box with romance card.

| | 12-24 | 25-49 | 50-99 | 100 and up |
|---|---|---|---|---|
| **No. 5** | $11.00 | $10.80 | $10.60 | $10.40 |

MAILERS AVAILABLE at 14¢ each, net.
A

**POCKET GROOMING AIDS** are very personal items that receive constant use. They are a businessman's everyday companion because good grooming and good business go together.

To assure you of the finest product, special care has been given each piece shown . . . unique design . . . exclusively stainless steel . . . unexcelled craftsmanship . . . careful finishing . . . the finest engraving and screen printing . . . and handsome packaging.

**COLOR ETCHING** of stainless steel pocket grooming aids is available. See inside back cover.

Delivery time 3 1/2 to 4 months, but can be reduced by 3 weeks if air freighted. Air freight cost, 15¢ net, each knife for 150-499 pieces; 12¢ for 500-999, 9¢ for 1,000 or more.

**THE TITAN** . . . key holder and gift knife spells convenience for the man. Constructed of lifetime stainless steel, it will withstand the scratches of heavy pocket use and still keep its attractive appearance. Ideal engraving or screen printing space. Size 1 3/4-inches long, 5/8-inch wide, 1/8-inch thick. Packaged in handsome gift box with romance card.

| | 25-49 | 50-99 | 100-249 | 250-499 | 500 and up |
|---|---|---|---|---|---|
| **No. 105** | $2.20 | $2.10 | $2.05 | $1.82 | $1.63 |

MAILERS AVAILABLE at 10¢ each, net.
1-3A 4B 5C

**THE MEDALLION** . . . a pocketknife-key holder of unusual design. Quality crafted in solid stainless steel. The smartly braided chain and key holder will keep keys held securely and convenient to use. The blade is carefully sharpened and the nail file is double grooved. Size is a compact 1 1/2-inches. Packaged in handsome gift box with romance card.

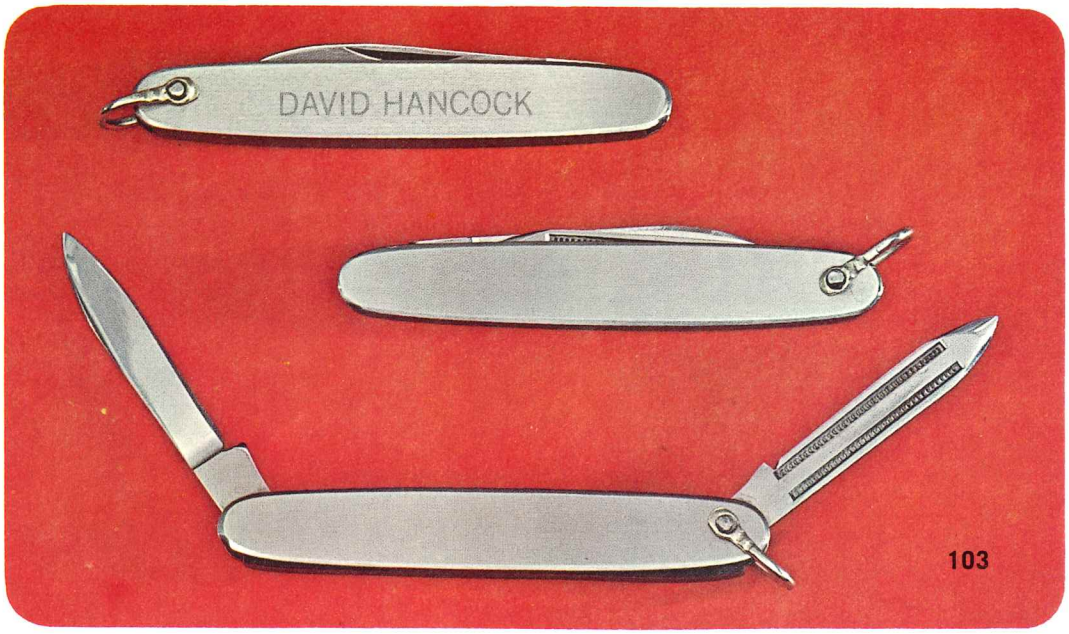
| | 25-49 | 50-99 | 100-249 | 250-499 | 500 and up |
|---|---|---|---|---|---|
| **No. 106** | $1.85 | $1.75 | $1.70 | $1.50 | $1.35 |

MAILERS AVAILABLE at 10¢ each, net.
1-3A 4B 5C

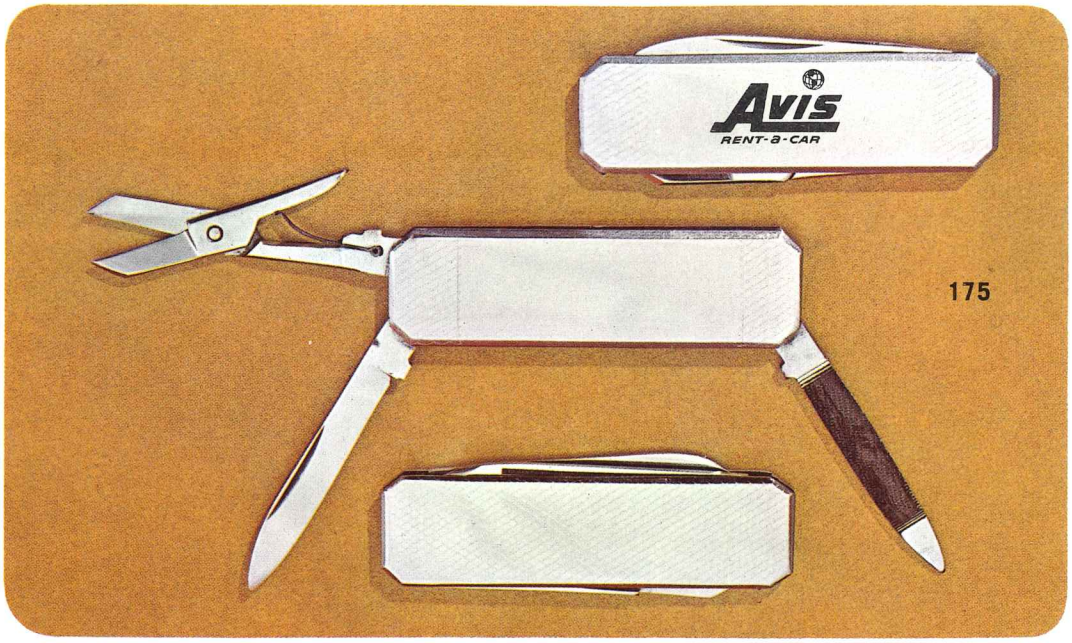
As an added personal touch, Penny Jingle Cards are available at 2 1/2¢ each, net.

105

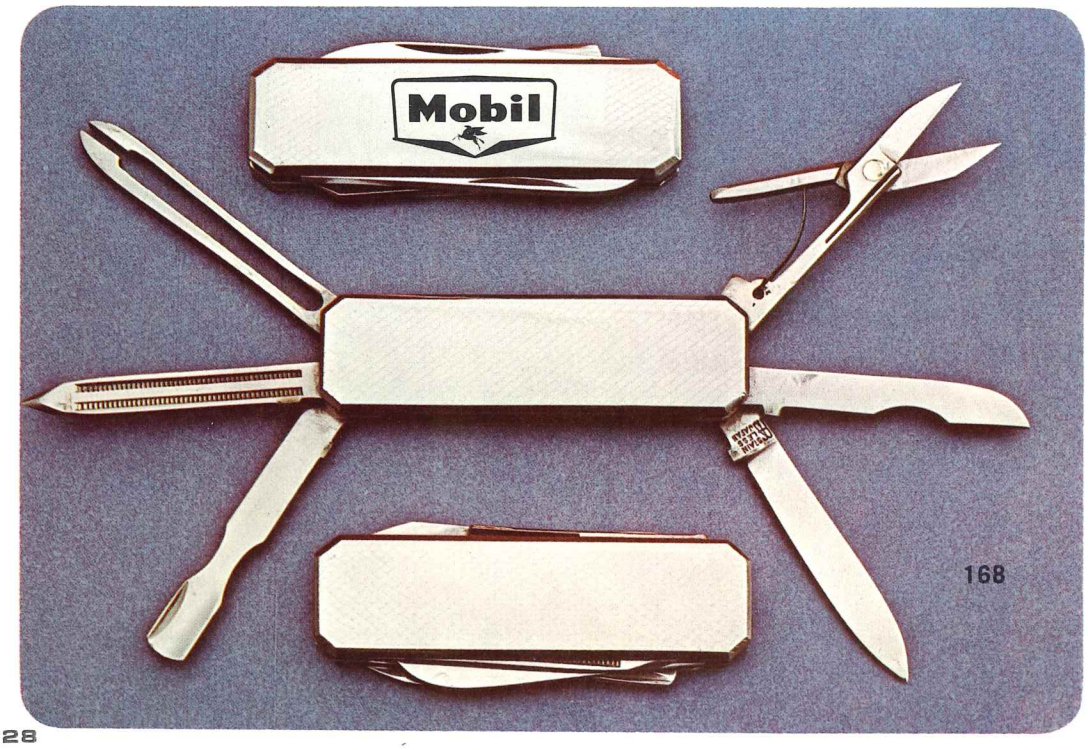
106




103




175




168

**THE GEM** . . . handsomely brushed stainless steel gift knife in flat oval design . . . a natural pocket companion for an executive. Handy nail file and sharply honed blade will provide a lifetime of convenience. Brushed background is ideal for engraving. Size 2 1/2 inches long, 3/8-inch wide, 1/8-inch thick. Packaged in handsome gift box with romance card.

| | 25-49 | 50-99 | 100-249 | 250-499 | 500-999 | 1000 and up |
|---|---|---|---|---|---|---|
| **No. 103** | $1.80 | $1.70 | $1.60 | $1.40 | $1.25 | $1.05 |

MAILERS AVAILABLE at 10¢ each, net.
1-3A 4B 5C 6E

**THE JUPITER** is the grooming aid the successful businessman will carry. It's compact, 1/8-inch thick, 2 3/8-inches long. Constructed entirely of non-rusting stainless steel, it contains three implements: a nail scissors, nail file and a carefully sharpened blade. Packaged in gift box with romance card.

| | 25-49 | 50-99 | 100-249 | 250-499 | 500 and up |
|---|---|---|---|---|---|
| **No. 175** | $2.80 | $2.65 | $2.55 | $2.30 | $2.05 |

MAILERS AVAILABLE at 10¢ each, net.
1-3A 4B 5C

**LINED COWHIDE CASE** — A handsome and practical way to give a pocket companion gift. The top-grain cowhide case with quality lining protects the knife and ad message . . . and adds a luxurious touch.

Cost 70¢ each, in any quantity.
A

For ad copy or personalization of case, see Gold Stamping on the inside back cover.

**THE ATLAS** . . . a complete kit of grooming in the pocket wherever you go. Stainless steel construction allows thin but sturdy design. Six implements — tweezer . . . nail file . . . cuticle pusher . . . nail scissors . . . cuticle cutter . . . and knife blade. All in a light compact package 2 3/8-inches long. Packaged in handsome gift box with romance card.

| | 25-49 | 50-99 | 100-249 | 250-499 | 500 and up |
|---|---|---|---|---|---|
| **No. 168** | $3.60 | $3.40 | $3.30 | $2.95 | $2.65 |

MAILERS AVAILABLE at 10¢ each, net.
1-3A 4B 5C

**THE SATURN** is a combination grooming kit and pocket knife. Two grooming aids — a nail scissor and a nail file. Two pocket implements — a sharp knife and a screwdriver blade. Crafted entirely of fine stainless steel, it will never rust or tarnish and will be a pocket companion for many years.

Size is 2 3/8-inches long, 3/4-inch wide, 1/4-inch thick. Packaged in handsome gift box with romance card.

| | 25-49 | 50-99 | 100-249 | 250-499 | 500 and up |
|---|---|---|---|---|---|
| **No. 178** | $3.40 | $3.20 | $3.10 | $2.80 | $2.50 |

MAILERS AVAILABLE at 10¢ each, net.
1-3A 4B 5C

**THE GLOBETROTTER** is an advertiser's dream. His name, trademark or message can be inlaid with nickel-silver only or nickel-silver and beautiful full colors on a backdrop of simulated mother-of-pearl. (See below.) The ad message is framed with an edge of cast metal for full protection.

Crafted in stainless steel by master artisans of cutlery. The combination of 2 grooming aids and 2 utility implements is ideal for a man's pocket. A nail file and nail scissors plus bottle opener-screwdriver and knife blade all fold out for convenient use. This handsome pocket companion will remain a constant reminder of your company to the proud possessor. Packaged in a handsome gift box with romance card.

| | 100-249 | 250-499 | 500 and up |
|---|---|---|---|
| **No. 116** | $3.00 | $2.95 | $2.90 |

Patent Pending
MAILERS AVAILABLE at 10¢ each, net.
C

### AD COPY IN NICKEL SILVER INLAY AND COLOR FOR GLOBETROTTER

**Minimum order with inlay — 100 pieces.**

**Artwork: When requested for approval of order, there is no charge.**

**Color in addition to Inlay: 5¢ net, for each color.**

**Delivery (after receipt of order or approved artwork): Approximately 50-60 days.**

**For Christmas delivery: Order must be in our possession Oct. 15.**

**Speculative Sample — $20.00 per side. Refunded (minus $10.00 make ready charge) if a minimum of 100 pieces is ordered with the same inlay, within 6 months of receipt of sample.**

### INLAY CHARGES PER SIDE OF KNIFE

| | 100-249 | 250-499 | 500 and up |
|---|---|---|---|
| Uninterrupted | $ .22 | $ .20 | $ .18 |
| Interrupted | $ .27 | $ .23 | $ .21 |

**Make ready charge on initial order — $10.00, net.**

**The above price includes one trademark or figure in addition to the text. Add 75% of inlay cost for each additional trademark or figure.**

**Maximum inlay area: 2-inch length, 13/32-inch high.**

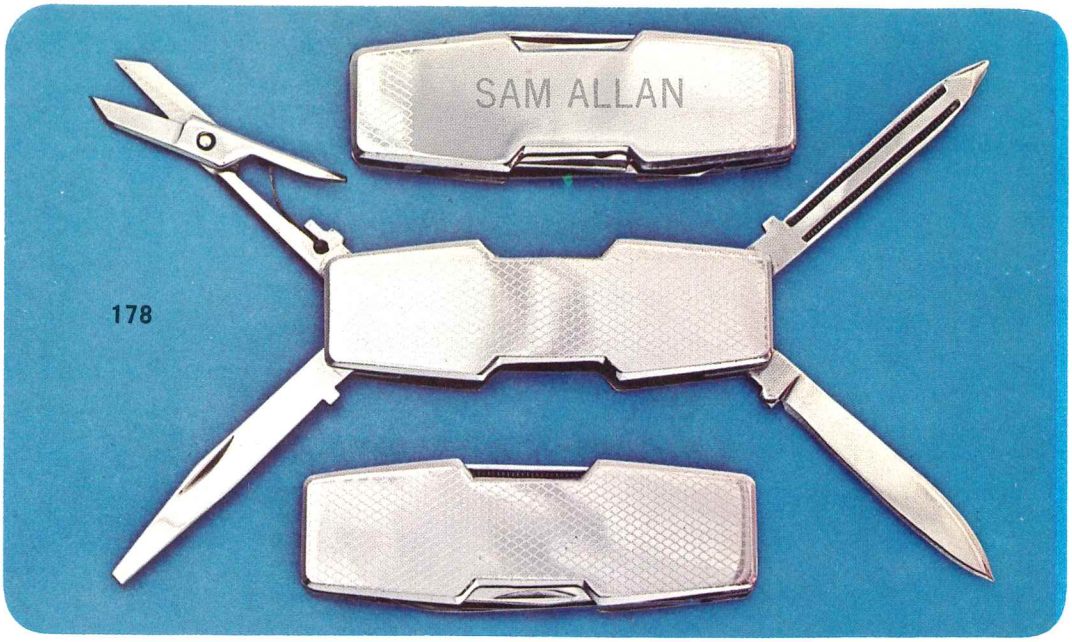
**SCREENPRINTING OF NO. 116** available. See inside back cover.

**THE CRESCENT** . . . a treasury of tools, yet comfortably light and durable. The Crescent is a must for the executive's desk drawer, auto glove compartment, or fishing tackle box.

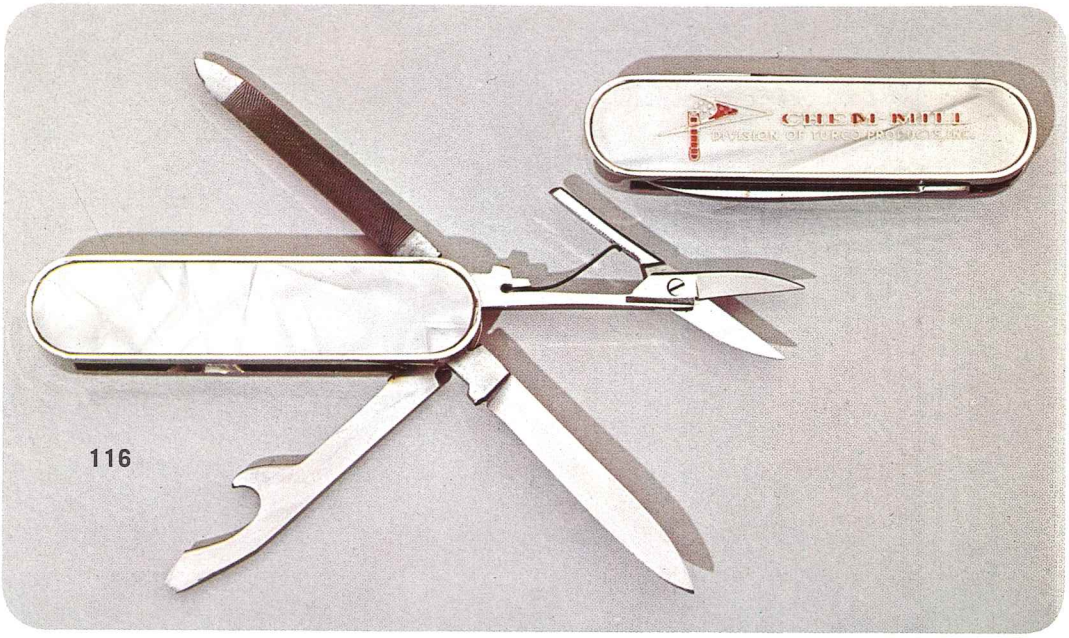
A tool for every purpose . . . a sure-grip crescent wrench . . . Phillips screwdriver . . . precision honed knife blade . . . screwdriver . . . bottle opener. Crafted in tool steel, tempered and hardened for rugged service. Just the right size to grip—5 1/2-inches long. 1 3/4-inches wide. Gives plenty of space for advertising message in screen printing or engraving. See inside back cover for prices. Packaged in handsome gift box with romance card.

| | 25-49 | 50-99 | 100-249 | 250-499 | 500 and up |
|---|---|---|---|---|---|
| **No. 197** | $5.55 | $5.35 | $5.20 | $4.65 | $4.20 |

MAILERS AVAILABLE at 12¢ each, net.
1-3A 4B 5C


SAM ALLAN

178



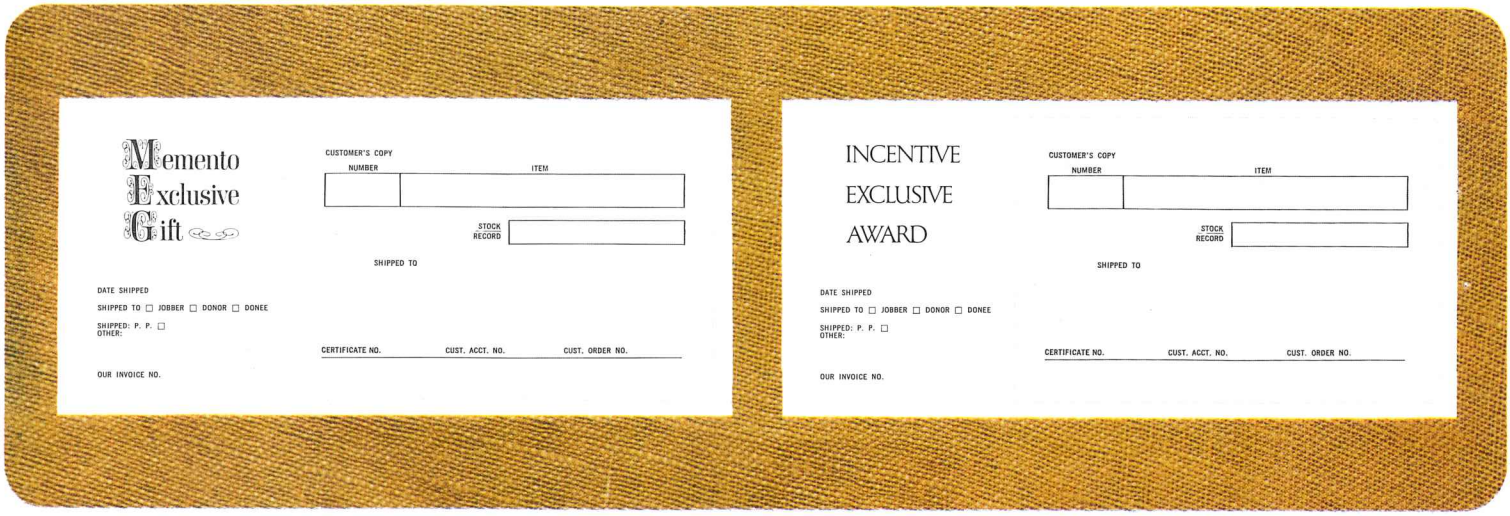
116

25th ANNIVERSARY
FIRST NATIONAL BANK
DUBUQUE, IOWA

197

When you give.... or award....

....give them a choice that is exclusively theirs.



**MEG** represents you the way you want to be represented . . . with efficiency yet as personal as your own handshake.

**MEG** offers five price groups to choose from. Each group contains twelve high quality gift choices.

Let Memento Exclusive Gift do your gift giving this year. The five price ranges tailor **MEG** to your gift budget.

Ask to see the Memento Exclusive Gift Program. You will be convinced that **MEG** is the most flattering way to give a gift . . . or to receive one.



**Create the desire to accomplish AND the most powerful force in business is born . . . individual initiative.**

Individual initiative can make sales climb, production increase and interest grow . . . a positive way to create and stimulate individual initiative is to reward and personally recognize the efforts of the individual. **Incentive Exclusive Award** plan is designed to do this! **Incentive Exclusive Award Plan** provides a complete program for sales, employee or customer incentives. Available as a price or point program.

| | |
|---|---|
| **Promotional Materials** | **Citation Quality Awards** |
| **Fine Award Presentation** | **Award Scroll** |

Five price categories that are ideal for a point program or exactly fit the promotional budget.

Ask to see the **Incentive Exclusive Award** plan. It's a plan that recognizes and rewards initiative . . . and makes your goals easy to attain.

**THE V.I.P. BIRTHDAY PLAN** is a special way to remember a special day . . . a birthday. A remembrance gift on this day is remembered by the recipient all year long.

Here's how the V.I.P. Birthday Plan makes giving on birthdays easy.

Select the gift or gifts for your birthday list from this catalog.

Send your selection along with the names, addresses and birthdates (if known) of the individuals you have selected to be remembered. V.I.P. Birthday Plan will obtain the birthdate of those that are unknown to you.

At the proper time, we will do the following:

Handwrite the recipient's name and yours on an attractive birthday foldette card and insert it with the gift you have chosen.

Beautifully gift wrap and package your gift for shipment.

Apply the postage and insurance.

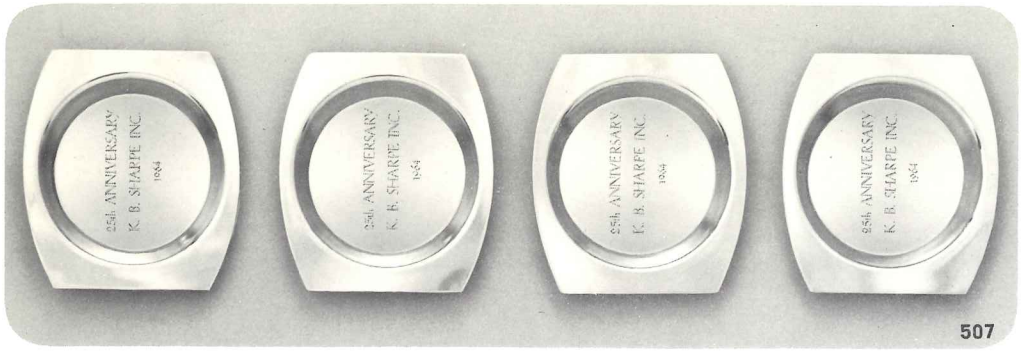
Send it so it arrives at just the right time for the birthday festivities.

You can be sure that your gift will be remembered because V.I.P. puts a warm personal feeling into gift giving. Be different this year, remember your friends and clients the V.I.P. way. Incidentally, it's ideal for employee remembrances, too!

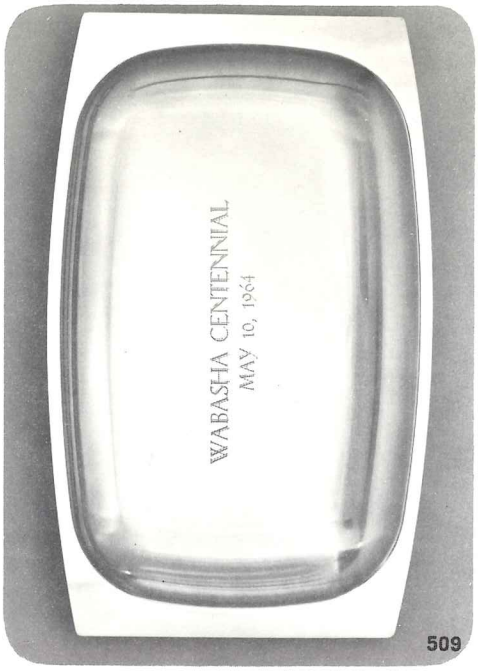
**V.I.P. BIRTHDAY PLAN CHARGES (ALL CHARGES ARE NET.)**

| | |
|---|---|
| Birthdate Search Charge | 50¢ each name |
| V.I.P. Personal Gift Service (Includes gift wrapping, mailer and birthday foldette greeting card.) | 75¢ each |
| Postage and Insurance Charges | Added to invoice |
| Engraving or Personalization Charges | See inside back cover |

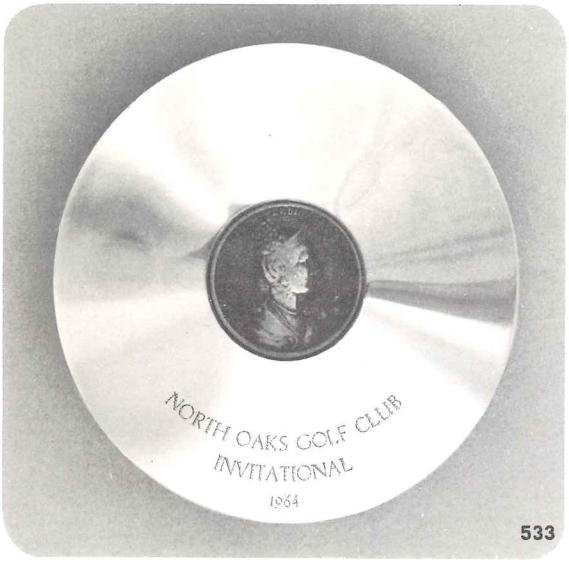
Make him 'very special' by remembering him on his birthday
...with our V.I.P. Birthday Plan.



507



509



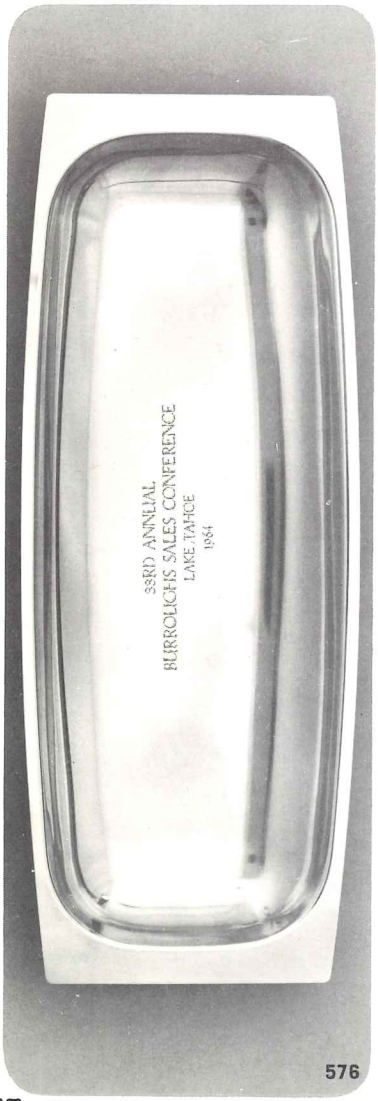
533

501

- Sales Contests
- Service Awards
- Business Commemoratives
- Centennial Remembrances
- Sports Awards

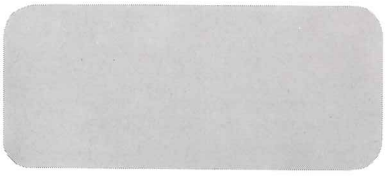
Engraved Swedish Stainless Awards are ideal for . . .

# AWARDS OF DISTINCTION



576

519



## AFTER THE EVENT . . .
## THE DIGNITY OF THE GIFT REMAINS

Achievements . . . commemoratives . . . business activities are events to be remembered. They are best recalled with beautifully engraved Swedish 18/8 stainless steel holloware. Exquisite forms of beauty and practicality, they reflect the dignity of the award in a most flattering way.

Unlike gaudy trophies, stainless holloware fits the surroundings of the home. As years pass, the everlasting qualities of stainless retains its beauty and becomes a treasured family heirloom.

This year put a new meaning into your awards . . . golf . . . bowling . . . sales contests . . . anniversaries. Engraved Swedish stainless holloware costs no more than other trophies. The person receiving the award will appreciate your thoughtfulness . . . for years.

See engraving charges on inside back cover for all holloware shown in this catalog.

A GIFT ENCLOSURE CARD gives an extra measure of warmth to your gift giving.

Three greetings—Happy Birthday—Congratulations—Season's Greetings—printed in exquisite type face on high quality card stock, are available at the below cost.

We will handwrite your name, in ink, on the inside of the card. For true luxury . . . gold stamping. See gold stamping charges on the inside back cover.

**Gift Enclosure Card (Specify greeting) .05¢ each, net. with names handwritten.**

## FEDERAL EXCISE TAX

In our interpretation, the Internal Revenue Service ruling, R.E.V. RUL. 58-125, exempts items offered in this catalog from the Federal Retailers Excise Tax, if sold for disposition as prizes, sales premiums, incentive awards, or favors to employees and preferred customers, such as executive gifts and advertising specialties.

# ENGRAVING AND PRINTING INFORMATION AND CHARGES (ALL CHARGES ARE NET)

A duplicate typewritten alphabetical list of individual names or initials must be submitted with the order. Specify where copy is to be placed on the product.

## ENGRAVING

Engraving is a perfect compliment for an exquisite gift. Our engraving is cut into the metal (Jewelers Style) for durability and beauty.

| | SINGLE LINE BLOCK STYLE | DOUBLE LINE STYLE | SINGLE LINE SCRIPT STYLE | DOUBLE LINE SCRIPT STYLE |
|---|---|---|---|---|
| SAMPLES | DAN ALLEN | Dan Allen | *Dan Allen* | *Dan Allen* |

One line of copy — 18 letters (More than 18 letters are charged for at two line price)
Logo or trademark ..... charged at 2 line rate
Simple engraving die for trademark, emblem or special lettering ..... $20.00 (Approx.)
Complex engraving die for trademark, emblem or special lettering ..... Quotation
Color fill of engraving available ..... Prices on request
Brass nameplates for engraved personalization or ad copy ..... .10 each, net
Brass nameplates for engraved personalization or ad copy (up to 1 1/2" x 1/2") ..... .15 each, net

## GOLD OR SILVER STAMPING

Stampings are in 24K gold or high quality silver, whichever is most applicable. Special dies for trademarks or emblems, etc., will be quoted upon receipt of order. Stamping charges shown in the table below include up to 4 lines of advertising copy.

SAMPLES — Block Style **DAN ALLEN** — Italic Style ***DAN ALLEN***

## SCREEN PRINTING

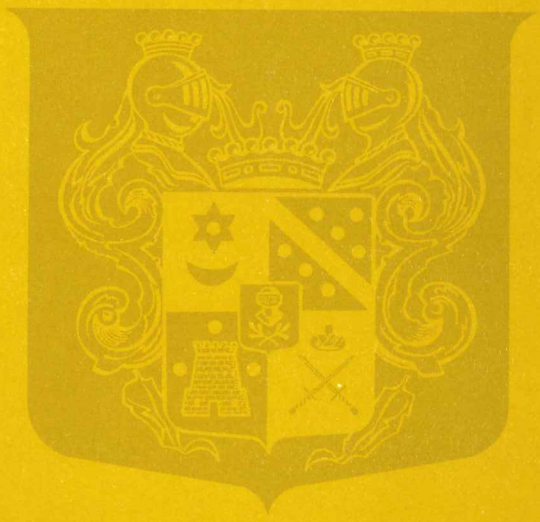
A durable, transparent coating is applied over all screen printing. This coating helps protect the imprint from wear and abuse. Camera ready artwork provided by customer. Artwork, if provided by us, is charged at our cost.

## ADVERTISING COPY AND PERSONALIZATION CHARGES

| | | ENGRAVING ON METAL (BLOCK OR SCRIPT) | | | | | | | | | | | | GOLD OR SILVER STAMPING ON LEATHER | | | COLOR ETCHING ON STAINLESS STEEL POCKET KNIVES & NO. 180 | | | SCREEN-PRINTING | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ON FLAT SURFACES | | | | | | ON CYLINDRICAL SURFACES | | | | | | 531 & 533 BOWLS | | | | | | $3.50 Screen Charge for Each Color | | |
| | | SINGLE LINE S | | | DOUBLE LINE S | | | SINGLE LINE S | | | DOUBLE LINE S | | | Sgl. Line | Dbl. Line | | | | | | | |
| | QUANTITY | 1 Line | 2 Lines | 3 Lines | 1 Line | 2 Lines | 3 Lines | 1 Line | 2 Lines | 3 Lines | 1 Line | 2 Lines | 3 Lines | * | * | | 1 & 2 Colors | 3 Colors | 4 Colors | One Color | Two Colors | Three Colors |
| ADVERTISING COPY | 1 to 11 | .55 | .66 | .77 | .66 | .83 | .99 | .88 | .99 | 1.21 | 1.10 | 1.32 | 1.43 | .05 per letter | .08 per letter | | MAKE READY COST FROM CUSTOMER SUPPLIED CAMERA-READY ARTWORK $10.00 to $20.00 | | | | | |
| | 12 to 24 | .30 | .44 | .59 | .38 | .58 | .77 | .47 | .71 | .95 | .60 | .91 | 1.21 | | | .22 | | | | | | |
| | 25 to 49 | .22 | .38 | .51 | .27 | .49 | .64 | .32 | .60 | .77 | .42 | .77 | .99 | | | .13 | | | | | | |
| | 50 to 99 | .19 | .33 | .47 | .25 | .42 | .58 | .31 | .55 | .73 | .39 | .73 | .94 | | | .10 | MINIMUM 150 PCS. | | | .25 | .40 | .55 |
| | 100 to 249 | .18 | .31 | .44 | .24 | .39 | .54 | .29 | .51 | .69 | .37 | .69 | .88 | | | .08 | .45 | .47 | .49 | .18 | .32 | .46 |
| | 250 to 499 | .17 | .28 | .39 | .22 | .37 | .51 | .28 | .47 | .64 | .36 | .64 | .83 | | | .06 | .39 | .41 | .43 | .16 | .30 | .44 |
| | 500 to 999 | .16 | .27 | .37 | .21 | .35 | .47 | .27 | .42 | .58 | .35 | .62 | .77 | | | .05 | .34 | .36 | .38 | .12 | .22 | .32 |
| | 1000 and up | .16 | .27 | .37 | .21 | .35 | .47 | .27 | .42 | .58 | .35 | .62 | .77 | | | .05 | .29 | .31 | .33 | .08 | .15 | .22 |
| PERSONALIZATION | | ANY QUANTITY | | | ANY QUANTITY | | | ANY QUANTITY | | | ANY QUANTITY | | | | | 1-24 | 25-49 | 50 UP | | | |
| | Individual Names | .27 | | | .36 | | | .71 | | | .80 | | | .94 | 1.10 | .45 | .40 | .35 | NOT AVAILABLE | | | |
| | 1 Initial | .20 | | | .30 | | | .27 | | | .36 | | | .44 | .61 | .40 | .35 | .30 | | | | |
| | 2 Initials | .20 | | | .30 | | | .44 | | | .53 | | | .61 | .77 | .40 | .35 | .30 | | | | |
| | 3 Initials | .20 | | | .30 | | | .53 | | | .62 | | | .77 | .94 | .40 | .35 | .30 | | | | |

*Applies only to curved or round engraving. Straight engraving same charges as on cylindrical surfaces.

RECEIVED
OCT 10 1966
GROUP 290



RECEIVED
OCT 10 1966
GROUP 290

U.S. PATENT OFFICE
OCT 3 1966